



50 ^{Plus} Marketplace **NEWS**

**The Information Resource
for People 50 Years and Older
On-line and In Print**

We Reach...

- 111,372 Boulder County seniors
- 116,496 Larimer County seniors
- 114,459 Weld County includes 6 bonus counties
- Denver Metro:
 - 138,640 Adams County seniors
 - 209,583 Arapahoe County seniors
 - 21,696 Broomfield County seniors
 - 190,507 Denver County seniors
 - 107,708 Douglas County seniors
 - 11,831 Elbert County seniors
 - 224,679 Jefferson County seniors

With Your Business Message

- More than social networking
- Effective 50 Plus business networking
- Attend over 70 local trade shows annually

50 ^{Plus} Marketplace **NEWS**

Call to Reserve your space Today!

303-694-5512

robert@50plusmarketplacenews.com
 4400 Sioux Dr., Boulder, CO 80303
Subsidiary of 50 Plus Media Solutions

THE SENIOR MARKETPLACE IS BOOMING!

National 50 Plus Market

Adults 50+ will continue to be the most powerful consumers in the marketplace. The last of the baby boomers turned 50 in 2014 and there are currently over 100 million adults in the United States over the age of 50 per a 2014 census study.

The 50+ population has \$2.4 trillion in annual income, which accounts for 42% of all after-tax income in the U.S. (*Consumer Expenditure Survey*). Every year, the U.S. Consumer Expenditure Survey shows adults 55-64 outspend the average consumer in nearly every category, from food, household furnishing, entertainment, personal care, gifts, etc. Boomers spend \$157 billion on trips every year (*NextAvenue*). Americans 50+ account for half of all consumer spending but are targeted by just 10% of marketing (*AARP*). The Internet is the most important source of information for Boomers when they make major purchasing decisions (*Zoomerang*). GDP expected to grow 2.4% in 2017 (*BLS*).



The Colorado 50 Plus Market:

- Estimated to be 1,861,960 million by year end 2017
- Purchase 51% of all consumer goods
- Spend more on discretionary products and services for rewarding and enjoyable experiences
- Live longer due to their healthier lifestyles
- Over 490,000 NoCo users use Facebook for social and information
- Read 50 plus publications for latest news and purchases

Sources: AARP, BLS, CES, CO DOLA, FB

The Colorado lifestyle is healthy and active. The economy is growing and Colorado has become a popular retirement area. 1 in 5 Coloradans are 55 or older and 96,000 seniors moved to Colorado in the 2000's. Silver Tsunami has arrived with retirees moving to Colorado and baby boomers retiring,

200,000 Front Range Colorado Circulation to Over 100 Cities and Towns in 16 Counties



Reach the growing Seniors Market: Advertise in 50 Plus!

Reserve space Today: 303-694-5512

Subsidiary of 50 Plus Media Solutions

Our advertisers range in age from 30 to 60

Many of our advertisers work with the 50 plus community in:

- assisted living, independent living, and nursing homes
- legal and ombudsmen services
- care management services
- counseling and therapy services
- entertainment
- family and professional caregivers
- financial and insurance services
- funeral services
- government senior services
- home care, hospice, and companion services
- medical and dental services
- non-medical home healthcare services
- non-profit community services
- real estate and relocation services
- transportation services



Our print readers range in age from 40 to 90

Many of our older readers still enjoy our print editions with all the great lifestyle articles presented by experienced writers in their background. In addition, many advertisers offer many products and services in many 50 plus categories.



Our online readers range in age from 30 to 75

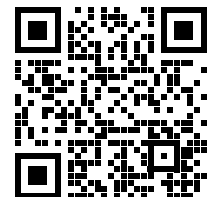
Baby boomers now retiring and our younger readers enjoy our digital editions and visiting our website for more local community news using their mobile devices. Our website is mobile friendly.

Reserve space Today! 303-694-5512

Multiple Inbound Media Solutions



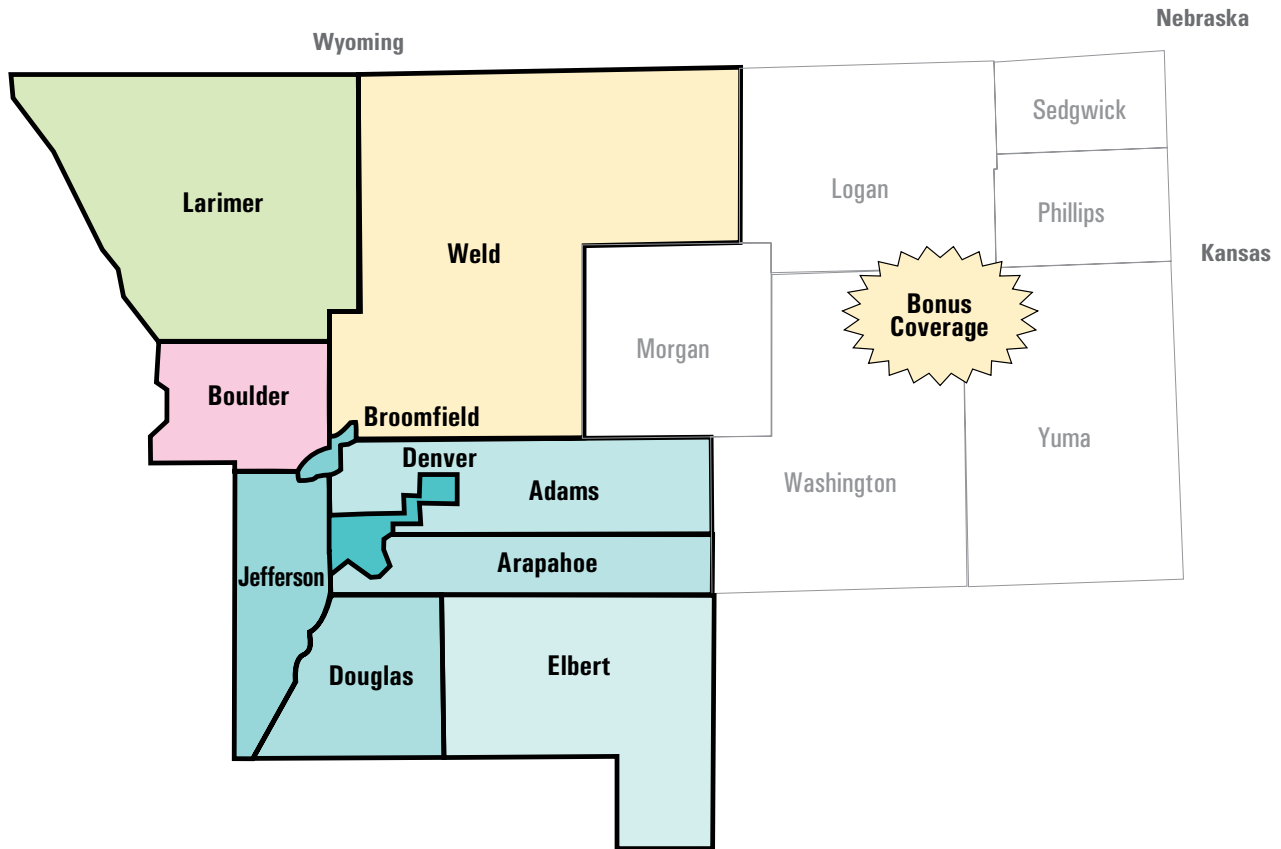
- **Multiple Online Ad Solutions**
- **Multiple Delivery Methods via Website, Social Media, and Email**
- **Engaging Social Media Ads for Targeted Demographics**
- **10,500 Average Website Visits per Month Across the World**
- **Online Ads with Static, Animated, or Video Options**
- **Multiple Video Distribution Channels**
- **Daily and Weekly News Updates**
- **Local Trade Show Promotions**
- **Daily Calendar Events**
- **Daily Weather Forecasts**



Everything you need to drive customers to your web site!

January	New Beginnings: Health & Fitness; Weight Loss; Nutrition; Real Estate; Furniture & Fixtures; Local Transportation Alternatives; Auto Repair, service & garages. National Mentoring Month. Holidays: 1st: New Years Day; 16th: Martin Luther King, Jr. birthday
February	Senior Resource Guide in Larimer & Weld; Transportation, Mobility; Pets. Heart Health Month & Nat'l Dental health month. Holidays: 14th: Valentine's Day; 20th President's Day
March	Tax Guide; Investments, Financial Planning, Reverse Mortgages; College Funds For Grandchildren; Gifts & Donations; Gifts To Children; Volunteering. 12th: Daylight Savings; Holidays: 17th: St. Patrick's Day
April	Home & Garden Guide, Housing: Assisted Living, In-Home Care, Real Estate; Affordable Housing. Parkinson's Awareness month. Holidays: 16th: Easter; 22nd: Earth Day
May	Mothers' Day Guide: Gifts, Florists, Restaurants; Family Relations/Communication. JffCo Senior Law Day; Nat'l Pet month; Nat'l Older Americans month. Holidays: 14th: Mother's Day; 29th: Memorial Day
June	Senior Resource Guide: Larimer & Weld; Travel & Entertainment; Fathers' Day: Gifts, Restaurants, etc. Crime Prevention; Rocky Mountain Senior Games. Salute To Seniors Guide: Denver Metro. Nat'l Pet Adoption. Holidays: 14th: Flag Day; 18th: Father's Day
July	July Travel Guide: Travel Agencies, Luggage, Clothing, Gambling Areas, Senior Destinations; Recreation; Lodging. Certified Services for Seniors: Realtors, Financial Advisors. Holidays: 4th: Independence Day
August	National Assisted Living Week; Continuing Education; Building Contractors, Health Care; Long-term Care; LTC Insurance, Reinventing yourself in retirement.
September	Senior Fitness Guide: Gyms, Exercise equipment & clothing, Personal Trainers, Massage, Chiropractors, Dieticians, etc.; Auto Dealers & service; Museums. Holidays: 4th: Labor Day; 10th: Grandparents Day; 11th Patriots' Day
October	Election Guide; Mental Health topics; Isolation; Computer information and education. Holidays: 9th: Columbus Day; 31st: Halloween
November	Senior Resource Guide: Larimer & Weld; Holiday Gifts, retail; Drug/prescriptions; Dining & Food; Insurance services. 5th: Daylight Savings. Holidays: 11th: Veterans Day; 23rd: Thanksgiving
December	Holiday Gifts, apparel, jewelry, etc.; Re-Creating & Updating Traditions; Leaving Legacies Holiday: 13th: Chanukah; 25th: Christmas Day

Circulation Map



200,000 Total Circulation in 16 Colorado Front Range Counties

Boulder County Paper: 30,000

Larimer County Paper: 26,000

Weld County Paper: 22,500 ★ 5000 Bonus!

Denver Metro

Arapahoe County Paper: 35,000

Denver and Adams County Papers: 25,000

Douglas and Elbert County Papers: 20,000

Jefferson and Broomfield County Papers: 42,000

Reach: Over 1,246,971 Ager in the Colorado Front Range

Communities Served

Boulder County

Boulder
Louisville
Lafayette
Longmont
Lyons
Erie
Nederland
Superior

Larimer County

Bellvue
Berthoud
Estes Park
Fort Collins
Loveland
Wellington

Weld County

Grover	Keenesberg	<i>Extra Coverage</i>
Brighton	Johnstown	Sterling
Milliken	Wattenburg	Briggsdale
Nunn	Hill & Park	New Raymer
Windsor	Lockbuie	Otis
Pierce	Hudson	Yuma
Platteville	LaSalle	Akron
Ault	Evans	Wray
Erie	Dacono	Atwood
Eaton	Frederick	Ft Morgan
Mead	Firestone	Brush
Kersey	Greeley	Holyoke
Fort Lupton		Haxton
		Segwick
		Julesburg

Denver Metro

Denver & Adams Counties

Bennett
Brighton
Commerce City
Dupont
Eastlake
Federal Heights
Henderson
Northglenn
Strasburg
Thornton
Watkins
Westminster
Unincorporated
Adams County
City & County
of Denver

Arapahoe County

Aurora
Byers(Tri-County)
Bowmar
Centennial
Cherry Hills Village
Columbine Valley
Deertrail
Englewood
Foxfield
Glendale
Greenwood Village
Highlands Ranch
Littleton
Sheridan
Unincorporated
Arapahoe County
City & County
of Denver

Jefferson County

Arvada
Golden
Lakewood
Wheat Ridge
Littleton
Northglenn
Westminster
Unincorporated
Jefferson County

Broomfield County

Broomfield
Westminster

Douglas & Elbert Counties

Castle Rock
Franktown
Highlands Ranch
Larkspur, Sedalia
Parker
Deckers
Lone Tree
RoxBorough Vil-
lage
Louviers
Acres Green
Stonegate
Grandview Estates
Castle Pines North
Castle Pines
The Pinery
Perry Park
Bell Mountain
Ranch
Unincorporated
Douglas County

STRATEGY

To provide 50 Plus Marketplace News at the household level in each community we serve. At indoor sites, we use wire racks and table top plastic stands to offer copies. Outdoors, we use quality plastic stands with glass door openings in high traffic senior areas.

Each county has sites that are tested to support pickup rates and vary in number. We have full-time distribution managers to audit and inspect sites weekly/monthly based on demand.

TACTICS

We use various local sources for optimum timing and quantity. Office on Aging personnel by county distribute to all meetings. Senior coalition gatherings in each county, weekly and monthly.

- Volunteers of America
- Retired and Senior Volunteers (RSVP)
- 50+ Employment Services
- Independent contractors
- Local representatives

At 50 Plus Marketplace News, we believe distribution to be a major work-in-progress. We test and re-test sites to ensure the authenticity of our circulation program.

Sample Of Distribution Sites Include:

- | | |
|--|---|
| Medical facilities by office | City office complexes |
| Hospitals and waiting rooms | Faith community facilities |
| Dentists and labs | Banks and Credit Unions |
| Eye care centers | Community resource fairs & shows |
| Pharmacies' catering to seniors | Attorneys |
| All libraries | Barbers & Beauty shops |
| Health food stores | Flower & Gift shops |
| Hearing offices/Audiologists | Some Walmarts & Fast Lube locations |
| Home health care agencies | Catalogue stores, Craft/Hobby stores |
| Nursing homes/Assisted living facilities | City Senior centers |
| Senior appropriate restaurants | Auto dealers |
| State office complexes | Apartment complexes |
| County office complexes | Various businesses serving the 50+ audience |



PRINT AD SIZES

1/16 sizes

H 1/16 2c.
 4 7/8" w x
 1 7/8" h

V 1/16 1c.
 2 3/8" w x 3 7/8" h

1/8 sizes

H 1/8 2c.
 4 7/8" w x
 3 7/8" h

V 1/8 1c.
 2 3/8" w x 7 3/4" h

1/4 sizes

V 1/4 1c. 2 3/8" w x
 15 3/4" h

V 1/4 2c.
 4 7/8" w x
 7 3/4" h

1/3 sizes

V 1/3 2c.
 4 7/8" w x
 11 3/4" h

H 1/3 2c.
 7 3/8" w x 7
 3/4" h

H 1/4 3 col.
 7 3/8" w x
 5 1/8" h

H 1/4 4c.
 10" w x 3 7/8" h

1/2 sizes

V 1/2 2c.
 4 7/8" w x
 15 3/4" h

V 1/2 3c.
 7 3/8" w x
 10 1/4" h

H 1/2 4c.
 10" w x 7 3/4" h

3/4 sizes

V 3/4 3 col.
 7 3/8" w x 15
 3/4" h

V 3/4 4 col.
 10" w x 11 3/4" h

Full Page
 10" w x 15 3/4" h

WEB AD SIZES

Small Banner
 250 pixels x 65 pixels

Medium Banner
 250 pixels x 130 pixels

Regular Banner
 250 pixels x 150 pixels

Large Banner
 250 pixels x 200 pixels

XLarge Banner
 250 pixels x 250 pixels

2XLarge Banner
 250 pixels x 325 pixels

**DEADLINES:
10th* of the Month
Prior to Publication**

Editorial Material:

50 Plus Marketplace News is published monthly. Deadlines for all material is the **10th of the month** for next month's issue. (*ie: February edition deadline January 10*)

○ Material submitted after the 14th are published only if space is available.

Email submissions to:

graphicsdesign@50plusmarketplacenews.com

as an attached MS Word document, other word processing program or in the main body of the email message. Photo and graphics should be attached as a separate file in PDF, EPS or Jpeg formats.

○ 250 to 300 words maximum. We reserve the right to edit for length.

○ Photo submissions should be 300 dpi and saved as TIFF, EPS or JPEG. Images submitted at lesser resolution may not be included.

We appreciate your assistance in supplying editorial and advertising material on time and in the best possible format.

Submissions can be supplied digitally, via email or uploaded to our website, on a CD or jump drive. *Faxed materials are not accepted.*

Advertising Material:

All material is due on the **10th of the month prior** to the next month's issue. (*ie: September deadline August 10*) Material submitted by the 14th are accepted only if space is available.

○ 50 Plus' graphic department can design ads for you. Our staff has extensive background in print advertising.

- Specify all elements that need to be included: **complete** information, photographs, and logos.
- Web graphics are not accepted for print ads, due to low resolutions used online. Images need to be saved as CMYK, 300 dpi in TIFF, EPS or Jpeg formats.

○ For camera ready insertions, the following formats are accepted (*listed in the order of preference*):

- Adobe Acrobat PDF files: press quality.
- Adobe InDesign, Photoshop & Illustrator native file(s); supplied to:
graphicsdesign@50plusmarketplacenews.com including fonts, graphics, illustrations. Images need to be 300 dpi and saved as TIFF, EPS or JPEG. files can also be supplied on CD. Provide camera-ready ads in correct publication sizes, and color.

••• **Faxes are not accepted.**•••

***Deadlines may vary, please call to be included!**

If you have questions regarding the above specifications, call 303-772-7626 or email **graphicsdesign@50plusmarketplacenews.com**. We appreciate your cooperation.

Mail materials to:

50 Plus Marketplace News, Inc. 4400 Sioux Dr., Boulder, CO 80303

Subsidiary of 50 Plus Media Solutions

For Faster Processing Use Our Online Order Form

Advertiser _____
 Contact _____
 Phone _____
 Fax _____
 Address _____
 City _____ State _____ Zip _____
 Email _____

New client Renewal Upgrade

County Paper(s)

Boulder Larimer Weld Denver Metro

Estimated circulation: _____

Start Run: _____ End: _____

Monthly cost: _____ Total cost: _____

Deposit: _____ Payment due: _____

Check # _____ Received by: _____

Artwork to be sent by email on _____

To: Graphicsdesign@50plusmarketplaceneews.com

Need artwork design help. Please contact at above email!

Customer signature _____

Date _____

50 Plus Rep. signature _____

Date _____

_____ # of free copies requested for distribution

_____ # of display racks requested

Print Ad Sizes:

- 1/16 page** 1c. V: 2 3/8" w x 3 7/8" h
 2c. H: 4 7/8" w x 1 7/8" h
- 1/8 page** 1c. V: 2 3/8" w. x 7 3/4" h
 2c. H: 4 7/8" w. x 3 7/8" h
- 1/4 page** 1c. V: 2 3/8" w x 15 1/2" h
 2c. V: 4 7/8" w x 7 3/4" h
 3c. H: 7 3/8" w x 5 1/8" h
 4c. H: 10" w x 3 7/8" h
- 1/3 page** 2c. V: 4 7/8" w x 11 3/4" h
 3c. H: 2 3/8" w x 15 1/2" h
- 1/2 page** 2c. V: 4 7/8" w x 15 3/4" h
 3c. V: 7 3/8" w x 10 1/4" h
 4c. H: 10" w x 7 3/4" h
- 3/4 page** 3c. V: 7 3/8" w x 15 3/4" h
 4c. V: 10" w x 11 3/4" h
- Full page** 10" w x 15 3/4" h
- Business Partner** 3 1/4" w. x 1 3/4" h.
- Classified** 1 col. (1.5") x _____ lines

Color:

- 4 Color Black & White

Web Ad Sizes:

- Small Banner** 250 pixels x 65 pixels
- Medium Banner** 250 pixels x 130 pixels
- Regular Banner** 250 pixels x 150 pixels
- Large Banner** 250 pixels x 200 pixels
- XLarge Banner** 250 pixels x 250 pixels
- 2X Large Banner** 250 pixels x 325 pixels

The staff and management of 50 Plus Marketplace News, Inc. thank you for your business

Office Use Only							
Month	Amount	Month	Amount	Month	Amount	Month	Amount
January	\$ _____	April	\$ _____	July	\$ _____	October	\$ _____
February	\$ _____	May	\$ _____	August	\$ _____	November	\$ _____
March	\$ _____	June	\$ _____	September	\$ _____	December	\$ _____

50 Plus Marketplace **NEWS**

This page is provided for ideas for your ad. Supply a previous ad, if available, for style reference, and make changes as needed. Also provide copy by e-mail, either in the body of the e-mail or attached in a word document. Logos and graphics to be included should be provided digitally or on white paper. Specifications available on the submissions page of the media kit. Call 303-772-7626 with questions or by e-mail at graphicsdesign@50plusmarketplaceneews.com