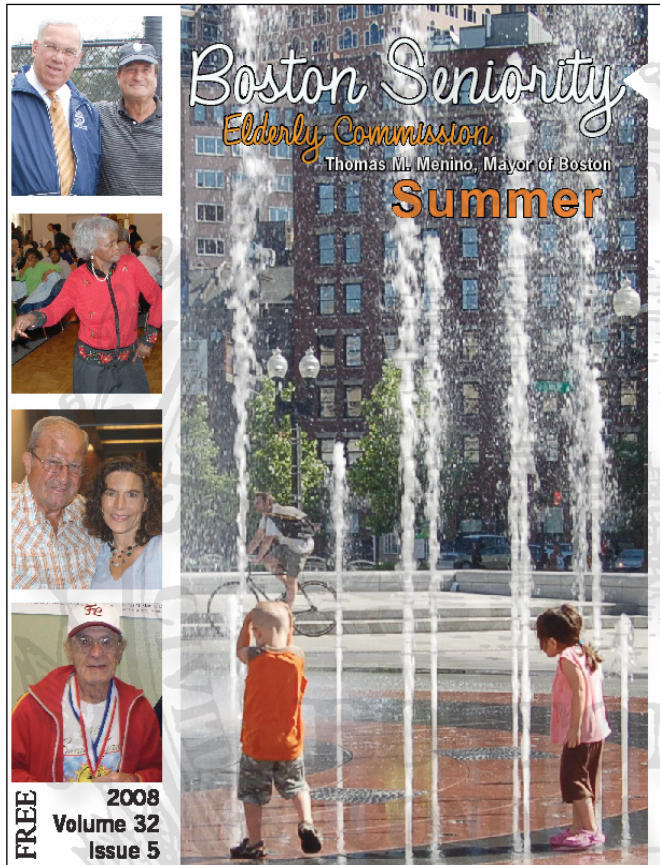


Connect with Boston's
Senior Community
through your message in

Boston Seniority

Boston Seniority, is a full color glossy magazine published by Mayor Thomas M. Menino's Elderly Commission. It is the City's primary medium aimed exclusively at the over 60 population. Our richly illustrated magazine features interesting articles that are useful for seniors and it provides unique opportunities for advertising and other messages focused on this special sector.

Published up to ten times per year, with a circulation of 14,000 print copies in addition to website hits of an average of 12,000 per month, **Boston Seniority** lets you connect with the City's seniors at a reasonable cost. Production of **Boston Seniority** is made possible through the support of the business community.



<http://www.cityofboston.gov/elderly/seniority.asp>

Mayor Thomas M. Menino
Commissioner Eliza F. Greenberg

EDITORIAL GUIDE

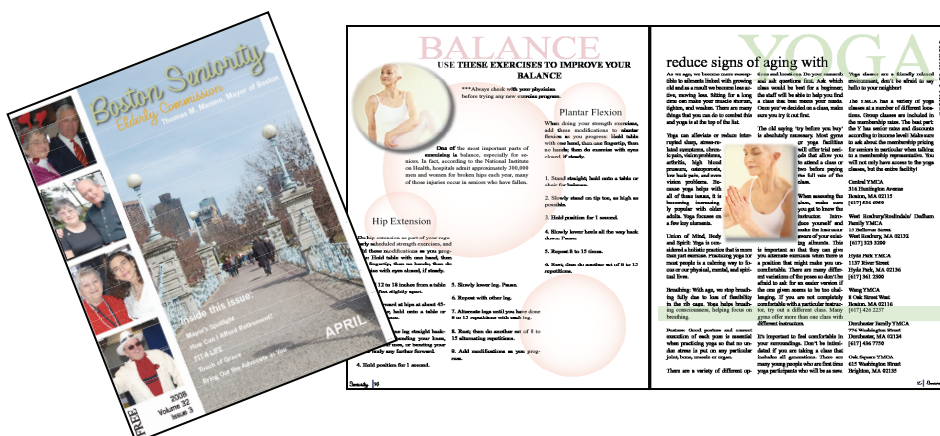
Boston Seniority offers quality editorial to Boston's senior citizen community, as well as their families, friends, caregivers, and senior service providers. We recognize diversity throughout the senior community, celebrating longevity and vitality.

We include articles of interest to all seniors from Baby Boomers to Centenarians. Ten times each year, 14,000 copies are distributed free in every Boston neighborhood to a loyal and increasing audience who rely on it.

Boston Seniority offers articles on government, arts & entertainment, education, health & fitness, and life & style. **Boston Seniority** offers a wide perspective by taking advantage of contributions from the community's seniors as well as regular staff written columns.

2010 DEADLINES

January	November 30, 2009
February	December 31, 2009
March	January 31, 2009
April	February 28, 2010
May	March 31, 2010
Summer	April 30, 2010
September	July 31, 2010
October	August 31, 2010
November	September 30, 2010
December	October 31, 2010



Deadlines are subject to change without notice. To choose the perfect issue for your ad, please call **Boston Seniority** for deadline and issue details. Editorial topics are available upon request.

ADVERTISING RATES & SPECIFICATIONS

RATES & DIMENSIONS

			<u>WIDTH</u>	<u>HEIGHT</u>
2 page spread	\$600.00	-	17"	11"
full page ad	\$450.00	-	8.5"	11"
2/3 page vertical bar	\$400.00	-	5.6"	11"
bottom banner, 2 page spread	\$350.00	-	17"	2.8"
1/2 page ad	\$300.00	-	8.5"	5.5"
1/3 page vertical bar	\$200.00	-	2.8"	11"
1/4 page ad	\$150.00	-	4.25"	4.25"
business card size ad	\$50.00	-	3.5"	2"

No additional charge for color copy.

PLACING AN AD IS SIMPLE

Call Martha Rios at (617) 635-2360 or email ***Boston Seniority*** at:
BostonSeniority@cityofboston.gov

ADVERTISING POLICY

1. ***Boston Seniority*** reserves the right to refuse advertising which it deems offensive or otherwise inappropriate to the constituency that it represents or for any other reason.
2. Positioning of ads will be at Seniority's discretion, although advertiser's preference will be honored whenever possible.
3. Publication of an advertisement does not constitute endorsement or approval by the City of Boston Commission on Affairs of the Elderly or ***Boston Seniority*** of any product or service advertised or of any point of view, standard or opinion presented in the advertisement. ***Boston Seniority*** is not responsible for any claims made in advertisements appearing in its publications.
4. The advertiser and/or advertising agency assume liability for all ad content including representations made in text and illustrations. The advertiser and/or advertising agency agree to indemnify and hold the City of Boston Commission on Affairs of the Elderly and ***Boston Seniority*** harmless from and against any loss, expense or other liability resulting from any suits for breach of warranty, negligence, product liability, or misrepresentation, or any other claims or suits whatsoever that may arise from the publication of such advertisement.
5. Other than the return of any advertising fee that the advertiser has paid, the City of Boston Commission on Affairs of the Elderly and ***Boston Seniority*** is not liable if, for any reason, an advertisement is omitted from publication.
6. By placing an order for an advertisement, the advertiser agrees to all the rates and conditions under which ***Boston Seniority*** sells advertising at the time of the order.
7. If new art or copy for contract ads is not received by the art deadline, standing art or copy will be used.
8. No cancellations will be accepted after the reservation deadline. Advertisers who fail to notify the publisher of cancellation prior to the closing date will be required to pay the full price of the insertion.

