

LIFE after 50

Since 1990

Serving Douglas, El Paso and Teller Counties, Colorado

Advertising Rates

Effective January 1, 2004

The only local newspaper dedicated to reporting news that is relevant to the lives of mature adults, age 50 and older.

Published monthly since 1990

Distributed from more than 300 locations

Including: Castle Rock • Palmer Lake • Monument • Black Forest • Gleneagle • Manitou Springs • Security • Widefield • Fountain

• Broadmoor • Cascade • Chipita Park • Woodland Park
Distribution: 22,000+ Reaching more than 50,000 readers.

LIFE after 50 is like no other time! The children are grown. There is plenty of time to explore new opportunities and challenges. Most people enjoying life after 50 are free to do what they have always wanted to do and they have more disposable income with which to do it.

Compared to other age groups, they:

- buy more new cars, especially luxury cars, and recreational vehicles,
- enjoy more vacation travel and luxury sea cruises,
- order more home improvements,
- buy more health care products.

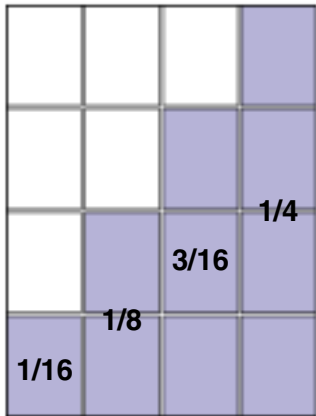
LIFE after 50 honors people who are in this unique (and growing) age group by offering information relevant to them. Each issue is packed with topics on:

- health care
- housing
- financial planning
- Social Security
- organizations, events and meetings
- travel and entertainment
- activities at community centers
- Golden Circle Nutrition Menus
- restaurants

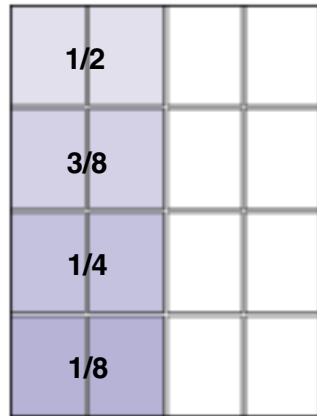
Readers keep *LIFE after 50* handy all month long.

They see your ad throughout the month and if you have what they need... they call on you.

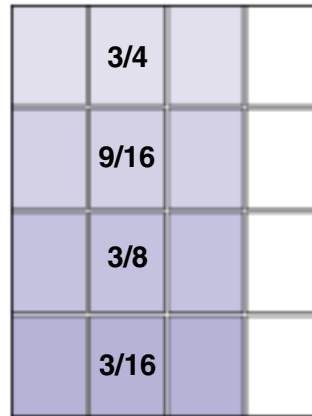




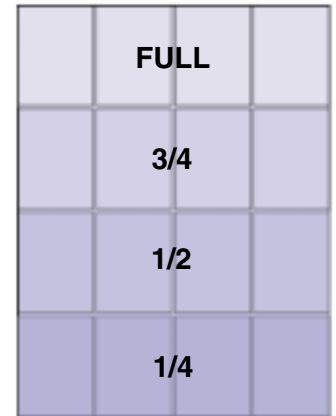
1 Column Formats



2 Column Formats



3 Column Formats



4 Column Formats

Display Ad Sizes					Ad Rates			
Size	1 Column 2.375"	2 Columns 4.92"	3 Columns 7.45"	4 Columns 10"	12X Per Year	6X Per Year	3X Per Year	1X Per Year
FULL	(width x depth)	-	-	10" x 13.7"	\$900	\$990	\$1089	\$1198
3/4	-	-	7.45" x 13.7"	10" x 10.25"	\$700	\$770	\$847	\$932
9/16	-	-	7.45" x 10.25"	-	\$550	\$605	\$666	\$732
1/2	-	4.92" x 13.7"	-	10" x 6.75"	\$500	\$550	\$605	\$666
3/8	-	4.92" x 10.25"	7.45" x 6.75"	-	\$395	\$435	\$478	\$526
1/4	2.37" x 13.7"	4.92" x 6.75"	-	10" x 3.37"	\$260	\$286	\$315	\$346
3/16	2.37" x 10.25"	-	7.45" x 3.37"	-	\$190	\$209	\$230	\$253
1/8	2.37" x 6.75"	4.92" x 3.37"	-	-	\$135	\$149	\$163	\$180
1/16	2.37" x 3.37"	-	-	-	\$75	\$83	\$91	\$100

Color
 Full Color Process (4 Color): 1X Rate \$200; 3X Rate \$175; 6X Rate \$150; 12x Rate \$125
Guaranteed Placement/Special Positioning
 Available at a premium of 20% of the applicable rate per insertion. There is no charge for generalized positioning such as "far forward" or "right hand page" etc., on a space available. At advertisers request, ads will be separated (i.e., placed on a different page) from competitors without charge, space available.

Classified Ads: Classified advertising will be published at the rate of 40 cents per word, minimum charge \$4, prepaid. Do not use abbreviations. Telephone numbers, web and email addresses count as one word.

Classified Display: \$20 per column inch, no frequency discount, six columns on classified pages.

Pre-Printed Inserts: Materials printed elsewhere can be inserted into the full run of the publication or targeted to selected geographic regions. Cost for insertion in the full run is \$55 per thousand. Insertion in a partial run is \$65 per thousand, minimum of 5,000 pieces. Ask your advertising representative for details.

Mechanical: Web offset, fully electronic direct to plate. Only electronic image files can be used. Preferred format is Portable Document Format (pdf). Also acceptable are tif or eps images saved with previews, at least 300 dpi, Macintosh or PC. If sending eps files, be sure to include fonts and placed images. For other formats, check with your advertising representative.

Advertising Agency Discount: Recognized agencies are eligible for a 15% discount.

LIFE after 50 is distributed through: Free take-one racks at most major grocery stores, restaurants, banks, shopping centers, and other retail outlets; and direct home delivery through paid subscription.

For specific information about the 50+ market, contact
LIFE after 50, 441 Manitou Ave., Manitou Springs, CO 80829
 Phone (719) 685-9690, Fax (719) 685-9705, or email sales@pikespeakpublishing.com

Advertise in the Business Directory at these low rates!

The Business Directory is a section within every monthly issue of **LIFE after 50**. It provides you with a low cost way to reach our 50,000 readers in the Pikes Peak region.



Logo

We specialize in bringing you the best service in Colorado Springs. Call us today!



Your Business Name
Business Address
Colorado Springs, CO 80918
531-XXXX

4 Inch

6x	12x
\$75	\$70
\$67	\$62 Pre-paid

(Per Insertion)



Logo

We specialize in bringing you the best service in Colorado Springs. Call us today!

Your Business Name
Business Address
Colorado Springs, CO 80918
531-XXXX

3 Inch

6x	12x
\$60	\$55
\$54	\$49 Pre-paid

(Per Insertion)



Logo

Your Business Name
Business Address
Colorado Springs, CO 80918
531-XXXX

2 Inch

6x	12x
\$50	\$45
\$45	\$40 Pre-paid

(Per Insertion)

No cancellations or refunds. No changes over term of contract. Minimum run is six consecutive insertions.

Display Advertising Policies

1. The publisher reserves the right to review, and, at his sole discretion, reject any advertisement deemed objectionable in wording and appearance, and may require the word "advertisement" to appear in any ad.
2. All advertisements canceled after space reservation deadline will be billed at 100% of the rate originally agreed upon.
3. The publisher will not be responsible for the quality of artwork or printed materials submitted by the advertiser.
4. All invoices are rendered on the date of publication and payment is due upon receipt of an invoice.
5. All advertising and materials must comply with all applicable federal, state and local laws in effect.
6. The publisher shall not be liable for any errors that might appear in an advertisement unless corrected copy is received from the advertiser before the deadline for copy changes.
7. Advertisers are eligible for frequency discounts as shown. Insertions must be consecutive per contract to qualify for the discounts. Mixed sizes of ads in a campaign are welcomed.
8. Good faith deposits are required on placement of all new orders for advertising. Such deposits shall be equal to the price of the first ad insertion ordered.
9. Recognized advertising agencies may deduct a 15% commission from any established rates. Generally there is no charge for ad design or typesetting unless an unusual request is made. "Unusual" requests include special handling, extra copies of the ad and other requests for which **LIFE after 50** must pay a direct charge from its print broker. These one-time charges will be assessed at the time of the contract and the rate established on a case-by-case basis. The charge must be paid with the order. Consult with your advertising representative.

DEADLINES:

Space reservation closing date for advertising space is the 15th of the month preceding the month of publication.

LIFE after 50 2003 CELEBRATION

Las Vegas Style

Friday and Saturday, Oct 10th and 11th
Two Days of Fun ★ 9am - 2pm

Special Guest
M.C.
Jan Kammell,
Triad - S.A.F.E.
Friday

Live Music
New Horizons
Band
Saturday

Special Guest
Grassland
Saturday

- DOOR PRIZES •
- EXHIBITORS •
- SEMINARS •
- FLU SHOTS •
- MODEL A's •

Win a Trip for two to Las Vegas

Sponsored by **Adelphia** Sponsored by **LIFE after 50** Sponsored by **Colorado Springs, CO**

LIFE after 50's 2003 Celebration

Celebration Participants

Sponsors

- 1. Colorado Springs Utilities
- 2. Adelpia Communications
- 3. Triad

Benefit

- 4. Southwestern Cook/Veterans
- 5. Summit Medical Clinic
- 6. Support Together For
- 7. Zion Day
- 8. Baker and Babson
- 9. Lundberg
- 10. Play Camp Ranch Real Estate
- 11. Rainbow House - Quality As Protection
- 12. Mountain Retirement Community
- 13. Financial Freedom
- 14. Deer Institute
- 15. Suncoast Home
- 16. Dignity Memorial
- 17. Lifetime Retirement Health Club
- 18. Suncoast Park Center
- 19. Colorado Life Resources
- 20. Charming Place
- 21. Walk With Me/Reverse Mortgage

- 22. United & Real
- 23. Health Associates and Celebration Center
- 24. Janet Meyer
- 25. New Real Estate Agency on Agate
- 26. West/Chick/Pharmaceuticals
- 27. Mandy Day
- 28. United Insurance Group
- 29. Tech Team/Colford Barber
- 30. Brighton Gardens/Conroe
- 31. Senior Living
- 32. Sunset Chiropractic
- 33. Regain
- 34. Green/Parker Home
- 35. Sun Energy
- 36. Goodwill Home
- 37. Charlie Brown Capital/Blue Coast
- 38. Senior Mobility and Personal Services
- 39. New Horizon Co.
- 40. Colorado Senior
- 41. Colorado Ranch
- 42. New Horizon Bond
- 43. Rhythm
- 44. Leading Edge
- 45. County Properties and Financial Services
- 46. Conifer Springs
- 47. South Golden Water
- 48. Rocky Mountain Mobility
- 49. Suncoast Health Care Facility and Retirement/Health Assisted Living

Map Legend:

- Stage
- Booth Business
- Refreshments
- Flu Shots
- Seminar Area
- To Concessions

46		47		48		49		50	
41		42		43		44		45	

Model A Club

8		16		24		32		40	
7		15		23		31		39	
6		14		22		30		38	
5		13		21		29		37	
4		12		20		28		36	
3		11		19		27		35	
2		10		18		26		34	
1		9		17		25		33	

Adelphia Colorado Springs, Utilities **LIFE after 50**

ENTRANCE

The **LIFE after 50** Celebration is an annual event, held in October. The two-day show includes seminars, hourly prize drawings, health screenings and flu shots, and entertainment. For information on participating in the Celebration, either as a vendor or sponsor, call the **LIFE after 50** sales department at (719) 685-9690.

LIFE after 50
441 Manitou Ave.
Manitou Springs, CO 80829