

Why Should You Advertise With the *PrimeLife Times*?



Those 50 and older tend to read the newspaper from cover to cover.



Newspapers are the preferred resource for consumer information for those 50 and older.



Most wealth in financial institutions is owned by the 50+ population.



The PrimeLife Times readership is growing, and our publication has a very loyal following.

Who We Are

The PrimeLife Times, launched in 1990, now serves 19 counties in central Illinois and west central Indiana, providing stories and content specifically for people 50 and over. The *PrimeLife Times* is a free publication with an estimated readership in excess of 30,000.

Great News Media is comprised of 19 radio frequencies, serving central Illinois and west-central Indiana, providing 24-hour continuous broadcasts.

Advertising Sizes and Rates

Ad Size:
FULL PAGE
10.375" wide x 15.75" tall

Number of Issues:
1-4 \$1,200 each issue
5-9 \$1,100 each issue
10-12 \$1,000 each issue

Ad Size:
1/2 PAGE
10.375" wide x 7.25" tall

Number of Issues:
1-4 \$650 each issue
5-9 \$600 each issue
10-12 \$550 each issue

Ad Size:
1/4 PAGE
5" wide x 7.25" tall

Number of Issues:
1-4 \$400 each
5-9 \$350 each
10-12 \$300 each

Ad Size:
1/8 PAGE
5" wide x 3.5" tall

Number of Issues:
1-4 \$260 each
5-9 \$210 each
10-12 \$160 each

Banner and specialty-sized ads also available.

Additional Options: Layout and Artwork: \$45.00 / hr.

Accepted files: **PDF, EPS, and JPG files.**
Must be **300 dpi** (dots per square inch).

Advertising may be emailed to: ads@primelifetimes.com
Additional charges may be required for any production work. Preferred screens are
85 lpi (lines per square inch) for black and white, 100 lpi for color.

Radio Mentions and Highlights

A **mention** is a reference to the ad, its advertiser, phone number, or Web site. This radio spot will usually be recorded into a :30 or 1:00 announcement, broadcasted throughout the day between 5 AM and 11 PM.



**GREAT NEWS
MEDIA GROUP**

A **highlight** is a more formal announcement (possibly recorded by the advertiser), mentioning the advertiser's location, slogan, phone number to call, or Web site address to visit. This radio spot will be recorded into a :30 or 1:00 announcement, broadcast throughout the day between 6 AM and 9 PM. It may also include special recognition during the drive-time program called *Mark & Friends*, heard twice at day, mornings and evenings.

The information below reflects the add-on monetary value of on-air mentions and highlights.

Ad Size:

FULL PAGE

- **7 mentions** a month for the duration of your AD (valued at \$140)
- **7 highlights** a month for the duration of your AD (valued at \$350)
- **Full month "Banner" listing** of AD on web site for the duration of your AD (valued at \$120)
- **Special "talked about" feature** on Mark & Friends (value at "priceless" to our loyal listeners)

Ad Size:

1/2 PAGE

- **4 mentions** a month for the duration of your AD (valued at \$80)
- **3 highlights** a month for the duration of your AD (valued at \$150)
- **1-week listing** of your AD on our web site home page (valued at \$30)

Ad Size:

1/4 PAGE

- **2 mentions** a month for the duration of your AD (valued at \$40)
- **1 highlights** a month for the duration of your AD (valued at \$50)

Ad Size:

1/8 PAGE

- **1 mention** a month for the duration of your AD (valued at \$20)

The Great News Media Center
112 Lincoln Square, Urbana, IL 61801
(217) 367-7777

www.greatnewsradio.org www.primelifetimes.com

If you need any assistance with your advertising or have questions, please contact our great PrimeLife Times team at (217) 367-7777 or email us at: staff@primelifetimes.com

Coverage and Availability

The *PrimeLife Times*, a fast-growing free publication, has now grown to an estimated readership in excess of 30,000, serving Illinois and Indiana counties.

In late 2017, Great News Media acquired the *PrimeLife Times* publication. Great News Media is also growing, and now broadcasts over 19 frequencies. There are over 3 million potential listeners in the broadcast coverage area.

With aggressive distribution to new markets, along with a strategic partnership with Great News Media, we can now reach thousands more readers of the *PrimeLife Times*.

Newsstands, Racks & Counter tops

At over **300 locations** across central Illinois and west-central Indiana, you'll find the *PrimeLife Times* at local groceries, retail stores, medical offices, restaurants, and a wide variety of other businesses and service providers.

According to an Eastern Illinois University Journalism Department survey, each edition of the *PrimeLife Times* is often kept and read for 28 days.



Web site & Facebook

Every issue of the *PrimeLife Times* is available at an easy-to-access, online destination. Our web site and Facebook page targets the 50+ demographic who are using the Internet more and more each day. Online advertising is a great way to reach your customers!

Ad Size: Our Web site listing is \$60 a month or \$40 with an existing print ad. We will also include your ad on the *PrimeLife Times* Facebook page.



Great News Media

Reaching folks and families of central Illinois and west-central Indiana

