

# Senior Living Solutions

The best location for your senior housing advertising in print and online.

**PUT YOUR PROPERTY IN THE SPOTLIGHT WHEN SENIORS AND THEIR FAMILIES ARE MAKING IMPORTANT DECISIONS.**

Advertising in *Senior Living Showcase* and StarTribune.com is like having an open house every day. Using a targeted combination of classified, online and publication advertising, you can put your marketing message in front of seniors and their families at the precise time they're searching for options. The *Senior Living Showcase* brand is well established and StarTribune.com is the #1 local media website. Don't just wait for your phone to ring. Present your property at its best in *Senior Living Showcase* and StarTribune.com.



MASS  
TARGETED  
NICHE  
SOLUTIONS

A great audience for your senior-focused product or service!



**KEY MARKET FACT:**

▶ Star Tribune reaches 71% or 1.7+ million local adults through print and online.\*



\*Scarborough Research Corporation 2008 (R1)  
5 daily, 4 Sunday, 30 day online; Mpls/St.Paul CBSA.

# senior living

## SENIOR LIVING SHOWCASE

- 300,000+ readers metro-wide receive this full-color publication on the days it's inserted in the Star Tribune newspaper
- 16,600 copies are distributed on racks in high-traffic locations across the metro area
- 5,000 bonus circulation of selected issues are distributed at the Mid-America Senior Expos—the perfect audience for your advertising message

## 2009 PRINT DEADLINES

PUBLICATION DATE	SPACE RES., GRID INFO DUE
March 11	Feb. 20
May 13	April 24
Aug. 12	July 24
Oct. 7	Sept. 18

## PUBLICATION RATES

AD SIZE	DIMENSION	1x	2x	4x	GRID LISTINGS
Full page	9.18" x 11"	\$2,500	\$2,375	\$2,250	8
1/2 pg. horizontal	9.18" x 5.21"	\$1,500	\$1,425	\$1,350	4
1/2 pg. vertical	4.55" x 10.5"	\$1,500	\$1,425	\$1,350	4
1/4 page	4.55" x 5.21"	\$1,000	\$950	\$900	2
1/8 page	4.55" x 2.53"	\$600	\$570	\$540	1

- All rates include full color and 30 days online at StarTribune.com
- Add 20% for premium positions: Inside front, page 3 and back page
- Add \$150 for each additional grid listing

## STARTRIBUNE.COM

Today's online housing resource for seniors, StarTribune.com is the Twin Cities #1 local media website. It ranks 3rd in newspaper websites for the average number of minutes users spend on the site.

### ► BENEFIT

- Reach a more engaged audience as seniors seek housing to fit their change in lifestyle

## ONLINE PROPERTY LISTINGS INCLUDE:

- Photos
- Property description
- Company logo and contact information
- Amenities and more

## RATES

- Talk to your sales representative to customize an online package to fit your needs

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE REPRESENTATIVE OR **612-673-4557**.

**StarTribune**  
MINNEAPOLIS • ST. PAUL