

<b>AD SIZE</b>	<b>WIDE X TALL</b>	<b>OPEN RATE</b> Per Issue	<b>3 x Run</b> Per Issue	<b>6 x Run</b> Per Issue	<b>12 x Run</b> Per Issue
<b>FULL PAGE</b>	10.25" X 16"	\$1,350	\$1,250	\$1,200	\$1,150
<b>HALF PAGE HORIZONTAL</b>	10.25" X 8"	\$810	\$750	\$675	\$600
<b>HALF PAGE VERTICAL</b>	5" X 16"				
<b>HALF PAGE VERTICAL SHORT</b>	6.75" X 12"				
<b>QUARTER PAGE HORIZONTAL</b>	10.25" X 4"	\$445	\$410	\$375	\$350
<b>QUARTER PAGE SQUARE</b>	6.75 X 6"				
<b>QUARTER PAGE VERTICAL</b>	3.25" X 12"				
<b>QUARTER PAGE VERTICAL SHORT</b>	5" X 8"				
<b>EIGHTH PAGE HORIZONTAL</b>	10.25" X 2"	\$255	\$235	\$215	\$200
<b>EIGHTH PAGE HORIZONTAL SHORT</b>	6.75" X 3"				
<b>EIGHTH PAGE SQUARE</b>	5" X 4"				
<b>EIGHTH PAGE VERTICAL</b>	3.25" X 6"				
<b>DOUBLE BUSINESS CARD HORIZONTAL</b>	6.75" X 2"	\$175	\$160	\$150	\$125
<b>DOUBLE BC HORIZONTAL SHORT</b>	5" X 2.6"				
<b>DOUBLE BC VERTICAL</b>	3.25" X 4"				
<b>BUSINESS CARD</b>	3.25" X 2"	\$100	\$92	\$85	\$80
<b>INSERTS</b> <i>(Call for Details)</i>	Single Sheet	\$70 /CPM			
<b>DIGITAL PACKAGES</b> <i>With Geo-targeting</i> <i>See Senior Digital Pricing</i>		\$250/month			
<b>GUARANTEED PLACEMENT</b>		add 15%			

All ad pricing includes full color. Check with rep for agency discounts. \$50 per hour for design may apply.

**info@montanaseniornews.com | 800-672-8477 | 406-761-0305 | PO BOX 3363 | Great Falls, MT 59403**

We appreciate your investment in reaching Montana's 50+ audience of over approximately 90,000 readers per issue. Editions published are bimonthly, on even months ( six issues per year) Rates subject to change.