



YOUR HOME FOR SENIOR DISCOUNTS AND INFORMATION!

WHY SENIORS:

- In Washington County, slightly more than 40% of all households include a senior (60+).
- Seniors purchase nearly 47% of all consumer goods.
- Seniors represent nearly 75% of all discretionary wealth.
- Seniors are the fastest growing demographic.
- The senior demographic will be dominant for at least the next 40 years.
- In Washington County, 76.5% of all seniors are married.
- 98% of the seniors in Washington County have been residing in their home for more than 1 year.
- 87.8% of seniors in Washington County are home owners.

READER TESTIMONIAL:

I enjoy receiving the Senior Saver in my mailbox every month. It keeps me informed on new businesses in our area and provides me with a lot of great bargains!

Cindy Lukasavitz
St. George, UT



RATE CARD BREAK DOWN

AD SIZE:	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	EXCLUSIVES
1/8 Page (2.5" x 2")	\$279	\$179	\$169	\$159	Exclusive categories and specific positions are sold at a premium.
1/4 Page (5.125" x 1.897")	\$399	\$279	\$269	\$259	
1/2 page (5.125" x 3.8725")	\$759	\$499	\$489	\$479	
3/4 Page (5.125" x 5.877")	\$999	\$679	\$669	\$659	
Full Page (5.125" x 7.8125")	\$1,259	\$879	\$869	\$859	
Front Cover (5.125" x 6.875")	\$1,959				
Back Cover (3.5" x 8.375") with .25" bleed all the way around.	\$1,859				

TESTIMONIALS

Cherry Creek Mortgage has enjoyed a long relationship with the Senior Saver for many years. The niche that the Senior Saver reaches—is our particular audience and helps our marketing efforts target more effectively our specific market.

**Brandon Hansen, Principal Lending Manager
Cherry Creek Mortgage**

We have been advertising in Senior Saver for over a decade now and it yields consistent results year over year!

Brad Bennett, Southern Utah TV & Satellite

We're happy to say that the Senior Saver brought more than 200 clients to our door in December alone! We gave each person who visited our store with a coupon a free glass cleaner as a Christmas gift from Jones Paint & Glass. Thank you and great job Senior Saver!

**Don Lyman, General Manager,
Jones Paint & Glass**

Findlay Subaru has been doing business with the Senior Saver for over 10 years, they have helped us reach a market that we otherwise miss and have been instrumental in our sales and service success.

**Dave Gourley,
Findlay Automotive**

WEBSITE ADVERTISING*

BANNER TYPE	PRICE	PIXEL SIZE
Web Banner	\$100 per month	300 x 250

*Banner art must be submitted as a 72 dpi .jpg, .gif or .png format.

*Printable online coupons must be 300 dpi .jpg or .pdf. The Senior Saver art staff will be happy to assist by converting any ad in our Guide for you at a minimal cost of \$10 per conversion.

HEADER CALLOUTS*

# OF PAGES	1 MO.	3 MOS.	6 MOS.	ANNUAL
8 pages	\$350	\$295	\$275	\$255

ABOUT THE SENIOR SAVER

The Senior Saver began in 2008 as a monthly publication and has grown throughout the Southern Utah market. Since its inception, our goal has been to bring discounts and information to our prime audience, Seniors 50+. The Senior Saver Guide provides a high-quality advertising avenue that allows our clients to reach affluent, active baby boomers in our area.

- The Senior Saver Guide hits racks in our area on approx. the 8th of each month.
- 20,500 Are Printed Each Month
- 20,000+ are Direct Mailed to Primary Residents 50+ in Washington County
- 500 Placed at Storefront Racks
- 30 Day Shelf Life



ADVERTISE ONLINE WITH THE SENIOR SAVER:

More than two thirds of our population are online. More and more seniors in our area are using the internet than ever before. Layering your advertising message, by reaching the senior demographic in print – delivered to their door – and online will increase your ROI.

The Senior Saver online offers three different web banner sizes and positions. All banners rotate and can click through to a website, Facebook page or directly to an email address. Banner contracts are a minimum of 3 months.

Advertisers can also take advantage of the Senior Saver Advertiser Hotlinks. Positioned on the right rail, this alphabetic list of advertisers allows visitors quick access to information, products and services offered by local businesses.

Hotlinks can click through to a website, Facebook page or directly to an email for just \$10.00 per month. For even more effective coupon campaigns, a Hotlink can click through to a printable coupon.

Please submit art to: artwork@myseniorsaver.com

Approved formats include: .pdf, .tif, Adobe Illustrator, or Photoshop. All files must be 300dpi. All images should be formatted to CMYK and imbedded within the file.

Visit us at: www.myseniorsaver.com

Current Issue plus past two issues are posted online.

Like us on Facebook:

The Senior Saver now has a social media presence on facebook. Like and follow Senior Saver online for current deals, events and advertising opportunities!

**Senior Saver Guide • www.myseniorsaver.com
P.O. Box 4026 St. George, UT 84771 • (435) 313-1294**

Discount packages apply to all ad positions except the front and back cover. All orders are pre-paid in full or net 30 days on pre-approved credit. Discount packages apply only during multi-month contracted periods, and are not available to contracts in arrears. Cancellation of contracts will result in forfeiture of discounts offered. All rates are subject to change without notice, subject to market conditions; however, will not take affect until contract renewal. All discounts can be preempted during sold out periods.

