
Not Born Yesterday!

Not Born Yesterday!(NBY!) Established in 1960 as the California Senior Citizen and has evolved to stay vital 50 years later with the current media trends in the field of communications. We are an integral part of the Southern California senior landscape and have an '*involved and responsive*' 50+ readership.

Not Born Yesterday! Reach Two Unique Demographics:

50 – 64 age range: Attributes include -

- ◆ Working professionals, some in their 2nd or 3rd careers
- ◆ Raising children, variety of ages, some supporting college students
- ◆ Caring for parents and/or looking for help caring for parents
- ◆ Retired or semi-retired, traveling and helping family members
- ◆ Managing care for parents & raising children
- ◆ Securing investments

65 -100+ age range: Attributes include –

- ◆ Working full time or part time
- ◆ Volunteering full or part time
- ◆ Traveling
- ◆ Helping family members
- ◆ Need assistance with activities of daily living
- ◆ Mode to simplify lifestyle

The older adults of Southern California are loyal readers. We know their issues and concerns. We feature them in *Seniors in Action* and *Lifestyle*. The 50+ crowd help build the news and views. Participation becomes a huge motivator to spread the word about the phenomenon for seniors ~ ***Not Born Yesterday!*** We are considered...

- a trusted friend
- a reliable resource
- a publication with an incredible reputation
- a valuable advertising medium to access seniors in Southern CA

Not Born Yesterday! is distributed in Los Angeles County, Orange County and parts of Riverside, San Bernardino, Ventura & San Diego Counties, reaching over 100,000 readers in this niche demographic. Businesses are excited about forming an advertising and marketing partnership with ***NBY!***

Distribution includes: Home Delivery - Paid subscriptions are a large part of circulation

Hand Delivery - Senior Centers

- Libraries
- Senior Apartments
- Luxury retirement living communities
- Major events where senior citizens are featured

“Enough about us – Let’s focus on your business growth.”

The question is... *“How soon can you start a marketing campaign in ***Not Born Yesterday!***”*

Contact us right away for deadlines and affordable monthly campaign ideas.

Not Born Yesterday! ◆ P. O. Box 722, ◆ Brea, CA 92822 ◆ 562-691-2509 phone ◆ 562-691-3261 fax

◆ Email: nbynews@juno.com ◆ Web: www.nbynews.com ◆ Publishers: Senior Industry Professionals

Not Born Yesterday!

The Voice of Southern California Seniors

ADVERTISERS ARE A BUZZ

Rates (per issue) and Production Details

Column Widths: 1 col = 2-3/8 in. • 2 cols = 5 in. • 3 cols = 7-5/8 in. • 4 cols = 10-1/4 in.

Ad Size	Ad Dimensions in Inches	Full run-black/white
Full page	10-1/4 x 11-1/4	\$2200/mo
3/4 page	7-3/4 x 11-1/4 or 10-1/4 x 8-1/2	1650/mo
1/2 page	5 x 11-1/4 or 10-1/4 x 5-5/8	1125/mo
1/3 page	5 x 7-7/8 or 10-1/4 x 4	750/mo
1/4 page	2-3/8 x 11-1/4 or 5 x 5-5/8	600/mo
1/6 page	2-3/8 x 8 or 5 x 3-7/8	400/mo
1/8 page	2-3/8 x 5-5/8 or 5 x 2-3/4	300/mo

Display Ads - Add \$300 ~ 4Color Process ~ Add \$100 ~ Spot Color
Display Ads - Add 20% for Guaranteed Positions or Exclusives

Business Card*	3-1/2 x 2	200/mo
Senior Action Ad*	2-3/8 x 2	150/mo
Space Saver Listing**	1 inch by 1 inch	\$ 50/mo

*4 Color Ads ~ Limited Spaces Available – 12 month agreement

**12 month agreement and heading is specific to company offering

Classified Rates

~ \$1.00 Per Word**

~ Add \$5.00 for Heading & \$5.00 for Frame

Minimum 3 Month Run, Advance Pay Plan

Reserve Space by the 15th of the month preceding publication, artwork due the 17th

Website Only Ads Available ~ Dimensions are scaled to fit rotation space.

RATE: \$200.00/month with minimum 6 month agreement

Pre-printed Inserts, per 1,000 ~ Minimum Order 25,000 ~ \$33.00/thousand

Call 562-691-2509 ~ Together we will work to get the word out about
your business to this highly – sought after demographic!

Mechanicals: Trim: 11-3/8 x 12-1/2. Maximum printable area, including folio: 10-1/4 x 11-1/4. **Digital File Minimum Requirements:** CMYK, 300 dpi. **Materials accepted:** Digital files saved as PDF, Camera-ready format. Photo submissions as JPEG/JPG attachments. **Emails:** Please state "Artwork" in subject line and send to nbynews@juno.com or mail CD to NBY! Art Department, P.O. Box 722, Brea, CA 92822. **Rate policy:** All rates are net. Contracts: Insertion cancellations accepted in writing only, and only 30 or more days before publication date. Changes to materials accepted 15 or more days before publication date. Contracts not completed will be short-rated to the number of actual insertions, and advertiser will be charged a handling fee of \$200 (two hundred dollars). **Terms and credit:** All invoices payable upon receipt. Additional advertising not accepted for insertion until payment for previously published advertising has been received. After 30 days beyond invoice date, a monthly late-charge will be levied of 1-1/2% of all money owed, plus any costs of collection. In event of nonpayment, publisher may hold advertiser and agency jointly and/ or severally liable for all money due and payable. Prepayment required from advertisers located outside California or without established credit. Charge for returned check: \$25 (twenty-five dollars).

Checks to: Senior Industry Professionals, Inc., P.O. Box 722, Brea, CA 92822-0722
Display & Classified Ads: 562-691-2509 • Fax 562-691-3261

Rate card #60, July1, 2011.doc

—Avia Rosen,
Goldrich & Kest
Industries LLC,
Property management
for Palm Court & Monte
Carlo 55+ Apartments:

"I am very pleased to tell you that our ad in your publication is producing great results. With the 800 number I am able to see every call that comes in and listen to them. We are getting a good volume of leads and they are qualified renters."

Advertisers Are Happy, How Does That Happen?

Because NBY! has Loyal Readers!

~ Our Readers Look Forward to Every Issue

"As soon as I get NBY! I make time to read it Cover to Cover."

-Charlie B.
Lancaster, CA

"Keep up the good work, my wife & I so enjoy this publication!"

-Tom & Amy R.
Anaheim, CA

"I love Not Born Yesterday! it is the best little newspaper for seniors."

-Juanita K.
Los Angeles, CA