



The Grapevine

EAST COUNTY SENIOR CENTER · 276 SKY RIVER PARKWAY · PO BOX 602 · MONROE, WASHINGTON 98272—360-794-6359

ADVERTISING RATES

The Grapevine is the official newsletter of the East County Senior Center located in Monroe, Washington. The newsletter contains information about the various programs and services available at the center as well as articles about various topics of interest to our members.

Advertising in the Grapevine is the best way to reach seniors and their families in the Sky Valley. Printed every month, it is read by about 1200 motivated people who are most likely interested in your product or services.

Not only will your ad reach the right people, your advertising support will enable the center to continue its mission to provide quality programs, activities, and necessary services for seniors in the east county. Best of all, your advertising dollars are tax-deductible.

Ads are available in specific sizes.

1/8 PAGE: 2-5/16" (2.362") high x 3-5/8" (3.625") wide \$60

1/4 PAGE: 4-7/8" (4.875") high x 3-5/8" (3.625") wide \$100

1/2 PAGE: (horizontal): 4-7/8" (4.875") high x 7.5" wide \$200

FULL PAGE INSERT (FRONT & BACK): 8.5" wide x 11" high \$500

Ads may be submitted as either camera-ready black and white line art at the correct size, or electronically as a PDF file, e-mailed to programs@eastcountyseniorcenter.org

We are also happy to create your ad. Please provide us with all art elements that you wish for us to use in your ad and a sketch of how you wish the finished ad to look.

Payment is due at the time the ad is placed unless prior arrangements have been made.

See reverse side for sample of ads.

WRITER'S GUIDELINES

One does not have to be a professional writer in order to submit articles to The Grapevine. All it takes is the desire to share your thoughts or feelings with the rest of us. Tell us about what matters to you. Share your history, your fears, and your triumphs. There is a "Brag Corner," where you can tell others about your new car, or how your grandchild just graduated from Harvard, or about your prize-winning roses. Give us your recipe for deviled eggs or tell us how you stay married to the same person for 50 years!

It is best to keep the length of the article to no more than 500 words. We reserve the right to edit all materials. Be sure to include your name, address, and telephone number and email address, if you have one.

Articles can be dropped off at the center, mailed, or emailed to programs@eastcountyseniorcenter.org.

SAMPLE AD SIZES

FULL PAGE INSERT: (FRONT & BACK)

8.5" wide x 11" high

\$500: one time

\$1000: three issues prepaid

\$2000: for whole year

1/4 PAGE:

4.875" (4-7/8") high x 3.625" (3-5/8) wide

\$100: one time

\$250: three issues prepaid

\$500: for whole year

1/8 PAGE:

2.362" (2-5/16") high x 3.625" (3-5/8) wide

\$60: one time

\$150: three issues prepaid

\$300: for whole year

1/2 PAGE: (horizontal):

4.875" (4-7/8") high x 7.5" wide

\$200: one time

\$400: three issues prepaid

\$800: for whole year