

ADVERTISING RATES

- One Issue: \$7.50/ Column Inch
- Six Issues: \$7.00/ Column Inch

MECHANICAL REQUIREMENTS

1. Columns per page: 5
2. Column width: 1 3/4" (Gutters 1/4")
3. Column length: 10"
4. Page image size: 9 3/4" x 10"
5. Standard 1/4 page image size: 5" x 6"
6. Standard 1/2 Page image size: 9 3/4" x 5"
7. Trim size: 11 4/5" x 12 1/2"

MECHANICAL CHARGES

Publisher reserves the right to charge advertisers or agencies for production work including but not limited to reverses, artwork, and special typesetting.

Advertisements must be submitted camera-ready and correctly sized in a pdf or the advertiser will be subject to an additional handling fee.

PAYMENTS/DISCOUNTS

- 5% discount if a 6 month contract is paid prior to initial closing date.
- Net amount is due in 30 days.

For additional information contact:
Marvin R. Willis
Advertising Representative
(540) 362-3077
or call the LOA at (540) 345-0451

	1 COLUMN	2 COLUMNS	3 COLUMNS	4 COLUMNS	5 COLUMNS
ONE ISSUE					
2"		30.00	45.00		
3"		45.00	67.50		
4"	30.00	60.00	90.00		
5"	32.50	75.00	112.50	150.00	187.50
6"	45.00	90.00	135.00	180.00	225.00
7"	52.50	105.00	157.50	210.00	262.50
8"	60.00	120.00	180.00	240.00	300.00
page	487.50				
1/2 page	243.75				
1/4 page	122.00				
SIX ISSUES					
2"		28.00	42.00		
3"		42.00	63.00		
4"	28.00	56.00	84.00		
5"	35.00	70.00	105.00	140.00	175.00
6"	42.00	84.00	126.00	168.00	210.00
7"	49.00	98.00	147.00	196.00	245.00
8"	56.00	112.00	168.00	224.00	280.00
page	455.00				
1/2 page	227.50				
1/4 page	113.75				

CONTRACT AND COPY REGULATIONS

1. The contract year is 6 consecutive issues.
2. Space orders are due by the fifth of the month prior to the month of publication.
3. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Publisher's policies, will be binding on the Publisher.
4. The Publisher is not responsible for errors in key numbers.
5. The Publisher reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged. The trademark and/or signature of the advertiser must clearly and prominently identify all advertisements.
6. In consideration of the acceptance of the advertisement, (subject always to the terms and conditions set forth in our rate card and contract) the agency and the advertiser must in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the contents of the advertisement.

ISSUANCE & CLOSING DATES

1. Published and distributed bimonthly prior to the first day of January, March, May, July, September, and November.
2. Space reservations and ad material must be submitted by the tenth day of the preceding month of desired publication. *Material that is not camera ready must be submitted by the first day of the preceding month of publication.*
3. Items must be submitted as a pdf.

GENERAL

1. Established: February 1976
2. Editor: Aimee Lawson
3. Publisher: LOA Area Agency on Aging
706 Campbell Avenue, S.W.
Roanoke, Virginia 24016

CIRCULATION

The LOA News is distributed to an average of 4,000 subscribers each issue. Subscribers include senior citizens, caregivers, professionals who work with the elderly, and others throughout the counties of Alleghany, Botetourt, Craig and Roanoke, and the cities of Covington, Roanoke, and Salem.

ADVERTISING MATERIAL

All space contracts, copy, artwork and correspondence should be sent to: *The LOA News, P.O. Box 14205, Roanoke, VA 24038-4205*, or emailed to: info@loaa.org