

SENIORS BLUE BOOK 2019 RATE CARD

Annual Rates - NET

Markets	Distribution	Publishing Dates	1/4 Page	1/2 Page	Full Page	2 Page Spread
ALABAMA						
Gulf Coast	60,000	September	N/A	\$2,400	\$3,600	\$6,200
COLORADO						
Boulder County	42,000	October	\$1,150	\$1,900	\$3,000	\$4,350
Colorado Springs	65,000	November	\$1,200	\$2,000	\$3,100	\$4,400
Denver South	80,000	May	\$1,600	\$2,750	\$4,400	\$6,250
Denver North	80,000	May	\$1,600	\$2,750	\$4,400	\$6,250
Western Slope of Colorado	45,000	July	\$925	\$1,500	\$2,500	\$3,400
Northern Colorado - Larimer/Weld/ Morgan Counties	60,000	October	\$1,200	\$2,000	\$3,100	\$4,400
Southern Colorado - Pueblo	55,000	March	\$925	\$1,500	\$2,500	\$3,400
CONNECTICUT						
Southern Connecticut	120,000	March/September	\$1,900	\$3,200	\$5,400	\$8,000
FLORIDA						
Collier-Lee Counties	175,000	September	\$2,220	\$4,140	\$6,000	\$9,000
Orlando	120,000	January/July	\$2,200	\$3,600	\$5,800	\$8,600
Sarasota-Bradenton-Charlotte Counties	175,000	January/July	\$2,220	\$4,140	\$6,000	\$9,000
IDAHO						
Boise & the Treasure Valley	70,000	April/October	\$2,000	\$3,400	\$5,800	\$9,000
ILLINOIS						
Chicago - Southland & Will County & NW Indiana	160,000	April/October	\$2,200	\$3,600	\$5,800	\$8,600
Chicago - North/west Suburbs & DuPage County	160,000	February/August	\$2,200	\$3,600	\$5,800	\$8,600
KANSAS - MISSOURI						
Kansas City Metro	120,000	December/June	\$2,200	\$3,600	\$5,800	\$8,600
MASSACHUSETTS						
Boston - West Metro	120,000	May/November	\$2,200	\$3,600	\$5,800	\$8,600
MINNESOTA						
Twin Cities Metro Area	120,000	January/July	\$2,200	\$3,600	\$5,800	\$8,600
MISSISSIPPI						
Southeast - Gulf Coast/Pine Belt	44,000	January/July	\$1,350	\$2,500	\$3,700	\$6,900
NEW JERSEY						
Bergen - Passaic Counties	90,000	April/November	\$1,900	\$3,300	\$5,500	\$8,000
Essex - Hudson - Union Counties	100,000	March/August	\$1,900	\$3,300	\$5,500	\$8,000
Morris - Somerset Counties	70,000	April/October	\$1,700	\$2,800	\$4,600	\$7,600
Ocean - Monmouth Counties	80,000	April/October	\$1,900	\$3,300	\$5,500	\$8,000
PENNSYLVANIA						
Pittsburgh - Greater Metro Area	120,000	May/November	\$2,200	\$3,600	\$5,800	\$8,600
South Central PA	100,000	February/August	\$2,200	\$3,600	\$5,800	\$8,600
TEXAS						
Greater Dallas	120,000	January/July	\$2,200	\$3,600	\$5,800	\$8,600
UTAH						
Utah	100,000	September	\$2,200	\$3,500	\$5,800	\$9,600
TOTAL	2,651,000		\$47,690	\$82,780	\$132,600	\$199,150