

SENIOR LIVING 2017

A special section advertising opportunity with The Dallas Morning News



TALK TO THE FASTEST-GROWING GENERATION IN NORTH TEXAS

The Dallas Morning News is speaking to seniors and their families through the Senior Living: A Guide to the Next Stage special section, with information on living and lifestyle options. Health care quality is the No. 1 topic of interest to our readers, according to recent studies, and this section will be a hub of information for seniors about living their best in their golden stage.

While the majority of decision-makers for this service are the family members of potential assisted living residents, there is a trend of more potential residents actually shopping for themselves.

Dallas Morning News readers 55 and over are:

27% more likely to use a financial planner

35% more likely to attend live theater performances

12% more likely to have a second home or vacation home

Ad Sizes	Dimensions	Rates
Full Page plus 150,000 impressions on dallasnews.com desktop & mobile	9.66" x 11" Leader Board 728x90 Medium Rectangle 300x250	\$18,200
Half Page plus 100,000 impressions on dallasnews.com desktop & mobile	4.75" x 11" / 9.66" x 5.41" Leader Board 728x90 Medium Rectangle 300x250	\$12,000
Quarter Page plus 50,000 impressions on dallasnews.com desktop & mobile	2.29" x 11" / 4.75" x 5.41" Leader Board 728x90	\$7,000
Eighth Page plus 50,000 impressions on dallasnews.com desktop & mobile	2.29" x 5.41" / 4.75" x 2.62" Leader Board 728x90	\$5,200

Package rate is for all five sections for the year.

Ads include full color. Premium positions available for +25%.

Discount rate committing to all five sections.

*Subject to availability.



Ad Sizes	Rate
Pushdown on Entertainment Week of print pub	\$2,650/day*
Pushdown on Sports Week of print pub	\$4,500/day*
Pushdown on Main News Week of print pub	\$8,500/day*

Publish Date
Space Deadline
Proof/Ad Materials
Electronic Ads
Final Ad Release

Tuesday, March 14, 2017
Tuesday, Feb. 14, 2017 – 5PM
Monday, Feb. 20, 2017 – 5PM
Friday, Feb. 24, 2017 – 5PM
Thursday, March 2, 2017 – 5PM

Publish Date
Space Deadline
Proof/Ad Materials
Electronic Ads
Final Ad Release

Tuesday, May 9, 2017
Tuesday, April 11, 2017 – 5PM
Monday, April 17, 2017 – 5PM
Friday, April 21, 2017 – 5PM
Thursday, April 27, 2017 – 5PM

Publish Date
Space Deadline
Proof/Ad Materials
Electronic Ads
Final Ad Release

Tuesday, July 11, 2017
Tuesday, June 13, 2017 – 5PM
Monday, June 19, 2017 – 5PM
Friday, June 23, 2017 – 5PM
Thursday, June 29, 2017 – 5PM

Publish Date
Space Deadline
Proof/Ad Materials
Electronic Ads
Final Ad Release

Tuesday, Sept. 12, 2017
Tuesday, Aug. 15, 2017 – 5PM
Monday, Aug. 21, 2017 – 5PM
Friday, Aug. 25, 2017 – 5PM
Thursday, Aug. 31, 2017 – 5PM

Publish Date
Space Deadline
Proof/Ad Materials
Electronic Ads
Final Ad Release

Tuesday, Nov. 14, 2017
Tuesday, Oct. 17, 2017 – 5PM
Monday, Oct. 23, 2017 – 5PM
Friday, Oct. 27, 2017 – 5PM
Thursday, Nov. 2, 2017 – 5PM

Don't miss this opportunity to be a part of this special section. Ask your Belo Media Group sales and marketing consultant how you can double your distribution with additional Senior Living content adjacencies in briefing. Please call 214-842-6864 or 877-265-3995.

Source: 2014 Scarborough Release 1. 2013 Scarborough Recontact Release 2.
1 2012 Simmons LOCAL Dallas Survey - Spring Release