

# SENIORS WEEK

14-20  
OCT 2019

## Advertising Rate Card

Seniors Week is the long-running and popular statewide activities program for older Tasmanians. Its set to be another success with in excess of 500 events on offer during the week-long program **14-20 October 2019**.

The annual Seniors Week program is unparalleled in Tasmania, and in its 22nd year will provide hundreds of unique and varied attractions, activities and experiences for the state's seniors communities.

The official, 98-page Seniors Week events guide is the complete and concise guide to Seniors Week and accordingly, is keenly sought by event organisers and patrons from all over the state.

23,000 colour copies of the program will be printed and selectively distributed to specifically targeted outlets where as always, they will be eagerly snapped up.

Everything about Seniors Week and its official events guide is designed to appeal to seniors. The guide's size, design and layout is arguably the most targeted and widely-read specialist publication by and for older Tasmanians and therefore offers unmatched access to discerning seniors.

**Booking deadline: 31 July**

**Material deadline: 15 August**

**To book an ad, please contact us at [seniorsweek@cotatas.org.au](mailto:seniorsweek@cotatas.org.au) or on 6231 3265.**



### Rates for not-for-profit organisations (GST incl)

Advertisement	Size (H x W)	Cost
Quarter page horizontal	75mm x 250mm	\$410
Quarter page vertical	300mm x 75mm	\$410
Half page horizontal	145mm x 250mm	\$650
Half page vertical	300mm x 120mm	\$650
Full page	300mm x 250mm	\$1435

### Rates for other businesses (GST incl)

Advertisement	Size (H x W)	Cost
Quarter page horizontal	75mm x 250mm	\$610
Quarter page vertical	300mm x 75mm	\$610
Half page horizontal	145mm x 250mm	\$850
Half page vertical	300mm x 120mm	\$850
Full page	300mm x 250mm	\$1875
Back page loading		50%

Includes both colour and black and white ads. A 10% discount applies to COTA's organisational members. The program is 310mm (h) x 260mm (w).

## Conditions

Placement of any advertisement will not be guaranteed until the Seniors Week Program is formatted. If for any reason COTA is unable to publish a booked advertisement, all payments will be refunded. If the advertisement is withdrawn by the advertiser, a cancellation payment of 20% of the full cost will apply. **Ads need to be supplied as high resolution, print-ready PDFs. Please include 3mm bleed on all edges if you are supplying a full page ad.** If your ad needs further formatting, COTA recommends you contact graphic design studio Poco People ([pocopeople.com.au](http://pocopeople.com.au)).