

The Best Times Magazine 2019 Media Kit

October 2018 *Best Times* received **nine awards**; five first place, three second place and third place in writing, advertising, front cover photo, magazine banner and general excellence in the **Journalism Excellence Contest** by *North American Mature Publishers Association*. Recognized in 2018 as the **Best Magazine in Kansas** (non-daily publication) by *Kansas Press Association*.



Adults, Age 60 Plus

- Comprise active aging adults totaling approximately **100,000 in Johnson County** (total outreach) and mailed to more than 71,000 households
- Have time, **and money** to travel and shop
- Are easily reached by *Best Times* every other month throughout the year and offers a **unique opportunity to gain great exposure** in a growing market

Best Times Delivers

- AFFLUENCE.....\$80,553** Median household income
- EDUCATED...54%** Bachelors degree or higher
- INFLUENCE.....68%** are homeowners
- AVID READERS...88%** read entire publication

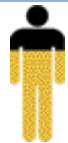
Advertising Contact

Che'rell Bilquist • 913-715-8920
Cherell.Bilquist@jocogov.org

COMMUNITY LEADERS // BUSINESS INFLUENCERS // AFFLUENT CONSUMERS

70,000

SUBSCRIBERS



46%

MALES



54%

FEMALES



67

MEDIAN AGE



The Best Times is mailed to more than 70,000 readers, posted online and delivered to 34 drop-off sites in 14 cities throughout Johnson County; 15 libraries, seven multi-service/community centers, seven nutrition centers, and five main facilities of Johnson County Government.

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2019 Display Advertising

Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec			
Per Issue/per Ad	1x	2x	3x	6x	Ad Size	Ad Shape	Width	Height
1/8 Page	570	475	465	445	1/8 Page	Horizontal	3.875"	2.50"
1/4 Page	990	835	800	750	1/4 Page	Horizontal	8.00"	2.50"
1/3 Page	1,260	1,045	995	945		Horizontal	6.00"	3.625"
1/2 Page	1,865	1,540	1,455	1,385	1/3 Page	Vertical	3.875"	5.00"
Full Page	2,935	2,435	2,305	2,145		Horizontal	8.00"	3.50"
Page 3	3,060	2,925	2,560	2,290	1/2 Page	Horizontal	8.00"	5.00"
Available If not reserved Back Cover	4,240	3,420	2,825	2,440		Vertical	6.00"	7.50"
Available If not reserved Page 2	2,690	2,655	2,775	2,635	Full Page	Vertical	3.875"	10.125"
Available If not reserved Inside Back (Full Page)	2,960	2,655	2,775	2,635		Page 3	Full Page	8.00"
Available If not reserved Inside Back (1/2 Page)	2,060	1,950	1,850	1,720	Back Cover	Full Page	8.00"	10.125"
Available If not reserved Inside Front (1/2 Page)	2,060	1,950	1,850	1,720	Inside Back	Full Page	8.00"	10.125"
Available if not reserved					Ad rates are NET and subject to change without notice			



2019 Advertising Deadlines

Ad material must be a resolution of 300 dpi or higher and submitted electronically via a PDF file to cherell.bilquist@jocogov.org. The ad reservation deadline is due the 3rd of the month preceding the mailed publication. Ads are due by the applicable artwork due date below.

ISSUE MONTH	RESERVE DATE	ARTWORK DUE	PUBLICATION MAILED
January/February	December 3, 2018	December 7, 2018	Last week of December
March/April	February 1, 2019	February 8, 2019	Last week of February
May/June	April 3, 2019	April 8, 2019	Last week of April
July/August	June 3, 2019	June 7, 2019	Last week of June
September/October	August 2, 2019	August 8, 2019	Last week of August
November/December	October 3, 2019	October 7, 2019	Last week of October

Advertising rates are subject to change without notice. Premium pages are based on availability. Advertising must comply with Johnson County Government advertising policy and guidelines to ensure ad placement. Ad placement is not guaranteed due to space limitations. Ad space must be reserved by the due date (new advertisers) and artwork revisions must be received by the due date (current and new advertisers). Editor retains the right to refuse an ad if magazine content is full at time of ad submission. To ensure ad placement, ads must be submitted according to requirements and deadlines. Ad design: \$125 per hour with ad copy received by the 3rd of the month preceding the mailed publication. One revision is allowed at no cost; additional revisions: \$70 per hour.

2019 Business Card Advertising

The Best Times, Johnson County's premier magazine for 60 plus adults has a new option for advertisers who don't find **display ads** to be quite the right fit. Make sure you're on the page where colorful business cards will catch the eye of more than 70,000 Readers who receive the mailed publication every other month throughout the year. The price is inexpensive and the exposure is unbeatable.

At Your Service - Business Card ad Only \$250

The cost is an affordable \$250 per issue.

We've made it easy by eliminating the need for an advertising contract. All that's required is the ad duration, your bill to address/name, and your ad (resolution of 300 dpi or higher) submitted electronically via a PDF file to cherell.bilquist@jocogov.org



Ask how you can qualify to receive a 10% discount by advertising two or more ads!

Have your card added to the 'At Your Service' page and pay per issue or pay for multiple ads on one invoice and receive an automatic 10 percent discount. Ad size and dimensions is the standard size of a business card (3.5" wide x 2" tall).

A Business Card ad is an affordable new way to advertise your business and to get attention! Advertise in one or more of our Best Times publications shown below!

PUBLICATION	AD DUE DATE	AD DUE DATE	AD DUE DATE
Jan/Feb	December 7, 2018	Jul/Aug	June 7, 2019
Mar/Apr	February 8, 2019	Sep/Oct	August 8, 2019
May/June	April 8, 2019	Nov/Dec	October 7, 2019



2019 Classified Advertising

\$55 for the first 20 words, and \$0.75 for each additional word

Ad Content & Billing Process

- **REQUIRED:** Email ad request and or content to cherell.bilquist@jocogov.org
- You must include FOUR things; your **email address, bill to address (new advertisers only)** , **your ad** and the **duration to initiate an invoice**
- **An invoice must be generated to process any type of payment**
- If the process above is followed, an email confirmation will be provided
- Our billing specialist Deborah Naster will email an invoice to the email address provided

Important Guidelines to Guarantee Ad Publication

- An invoice **must be paid by the invoice due date**
- An invoice **not paid by the due date, will not be published** (no exceptions)
- **Ad requests are NOT accepted after the third day of the month preceding the publication** (no exceptions)

Questions & Answers

How do I pay?

Per invoice instructions; pay online with a credit card or by mail (check). Payments mailed and not received by the invoice due date – ads are not published.

Can I bring payment to the office without having an invoice?

No. Payments cannot be processed without an invoice.

Who do I contact if I have a billing question or concern?

Please email our billing specialist Deborah Naster at debbi.naster@jocogov.org

Can I pay an invoice with cash?

No. Accepting cash involves various potential risks.

What's the deadline to request an ad (copy due)? When is my payment due to ensure my ad will be published?

Invoice Related Deadlines & Ad Due Date

Publication	Ad Request Deadline	Publication	Invoice Payment Deadline
Jan/Feb	December 3, 2018	Jan/Feb	December 8, 2018
Mar/Apr	February 1, 2019	Mar/Apr	February 8, 2019
May/Jun	April 3, 2019	May/Jun	April 8, 2019
Jul/Aug	June 3, 2019	Jul/Aug	June 7, 2019
Sep/Oct	August 3, 2019	Sep/Oct	August 8, 2019
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