

# The Best Times Magazine

## 2020 Media Kit



In 2019, *The Best Times* received six writing awards from KC Press Club, four from the Kansas Press Association, and three from the National Association of County Information Officers. This award-winning publication reaches 74,000 households every other month. *The Best Times* offers advertisers a unique opportunity to gain great exposure in the growing older adult market.

### Our Audience

- Affluent: \$81,121 median household income
- Educated: 54% have a bachelor's degree or higher
- Influential: 69% are homeowners
- Avid Readers: 88% of survey respondents read the entire publication

*(Statistics from 2018 United States Census data and 2018 The Best Times reader survey.)*

### Our Reach

- Mailed to 74,000 households in Johnson County
- Delivered to 35 locations in 14 JoCo cities, including 16 libraries and seven multi-service/community centers
- Available online at [jocogov.org](http://jocogov.org)

## 2020 Advertising Deadlines

The ad reservation deadline for each magazine is the 3<sup>rd</sup> of the month preceding the mailed publication. Ad material must be submitted electronically via a PDF file to [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org) by the applicable artwork due date below. Artwork file must have a resolution of at least 300 dpi.

Issue Month	Reserve Date	Artwork Due	Publication Mailed
January/February	December 3, 2019	December 6, 2019	Last week of December
March/April	February 3, 2020	February 7, 2020	Last week of February
May/June	April 3, 2020	April 8, 2020	Last week of April
July/August	June 3, 2020	June 8, 2020	Last week of June
September/October	August 3, 2020	August 7, 2020	Last week of August
November/December	October 2, 2020	October 8, 2020	Last week of October

For more information, contact Advertising Sales Manager Tim Phenicie | phone: 913-715-8920  
 fax: 913-715-0440 | email: [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org) | website: [jocogov.org/thebesttimes](http://jocogov.org/thebesttimes)

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## Display Advertising

### Display Ad Pricing

	1x	2x	3x	6x
1/8 page	\$600	\$500	\$490	\$470
1/4 page	\$1,040	\$875	\$840	\$790
1/3 page	\$1,325	\$1,095	\$1,045	\$990
1/2 page	\$1,960	\$1,615	\$1,530	\$1,455
Full page	\$3,080	\$2,555	\$2,420	\$2,250
Page 3*	\$3,215	\$3,070	\$2,690	\$2,405
Back Cover*	\$4,450	\$3,590	\$2,965	\$2,560
Page 2*	\$2,825	\$2,790	\$2,915	\$2,765
Inside Back (Full Page)*	\$2,825	\$2,790	\$2,915	\$2,765
Inside Back (1/2 Page)*	\$2,165	\$2,050	\$1,945	\$1,806
Inside Front (1/2 Page)*	\$2,165	\$2,050	\$1,945	\$1,806

\*Premium placements are based on availability.

**Ad design:** \$125/hour with ad copy received by the 3<sup>rd</sup> of the month preceding the mailed publication. One revision allowed at no cost; additional revisions \$70/hour.

Advertising rates are subject to change without notice. Ads must comply with Johnson County Government advertising policy and guidelines to ensure ad placement. 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 (new and current advertisers).

### Display Ad Sizes

Display ad artwork should include a **0.125" bleed on all sides in addition to the dimensions listed here.** If you are not able to provide a bleed, your ad will be printed with a small white margin around the outside. Please contact Tim Phenicie at [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org) if you have questions about ad artwork dimensions.

Ad Size	Ad Shape	Width	Height
1/8 Page	Horizontal	4.188"	2.725"
	Vertical	8.375"	2.725"
1/4 Page	Horizontal	6.00"	3.625"
	Vertical	4.188"	5.438"
1/3 Page	Horizontal	8.375"	3.625"
	Vertical	8.375"	5.45"
1/2 Page	Vertical	6.00"	7.50"
	Vertical	4.188"	10.875"
Full Page	Full Page	8.375"	10.875"

# The Best Times Magazine

## Business Card & Classified Advertising

### Business Card Advertising Only \$250

Make sure you're on the page where colorful business cards will catch the eye of more than 74,000 readers who receive the mailed publication every other month throughout the year. Ad dimensions are the same size as a standard business card (3.5" wide x 2" tall). The price is inexpensive and the exposure is unbeatable.

We've made it easy to reserve by eliminating the need for an advertising contract. All that's required is the ad duration, your bill to address/name, and your ad (PDF file with resolution of 300 dpi or higher) submitted electronically to [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org).

Ask how you can qualify for a 10% discount by purchasing two or more ads!



### Classified Advertising

**\$55** for the first 20 words; **\$0.75** for each additional word

Send your ad request by email to [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org). Please include your billing address, ad content, and the duration of the ad in order to initiate an invoice.

Invoice must be generated to process any type of payment. You will receive an email to confirm that your invoice is being mailed to the billing address provided.

Your invoice will provide you with payment instructions; we offer payment options online or by mail (check). **Payment must be received by the invoice due date** for your ad to be published. If you would like to pay for your ad in our office, you must present your invoice at the time of payment. For security reasons, we cannot accept any cash payments.

**Ads not paid by the invoice due date will not be published.**

If you have a billing question or concern, please contact Deborah Naster at [debbi.naster@jocogov.org](mailto:debbi.naster@jocogov.org).

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