



MEDIA KIT

Senior Scene

Meeting the information needs of 55-and-up lifestyles

THE SENIOR SCENE

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A chance conversation reveals a lot as a woman who lost her mother to the disease explains ...

'Why I walk to end Alzheimer's'

By Karen Johnson Marez
Contributing writer

It was mid-September 2015 when a man standing near me at the Tacoma train station struck up a seemingly innocent conversation.

I explained I was there to wave goodbye to my dear friend who had joined me in the Walk to End Alzheimer's event that day in Tacoma. Attired in my purple Walk to End Alzheimer's t-shirt, he took a good look at it and chuckled slightly before making a comment I never anticipated: "Oh, so is that where people just walk around in circles until they forget why they're walking and then they forget that they even forgot?"

He laughed again at what he was sure was a hilarious comment. I bit my lip and looked down. It felt like time froze as I pondered how to respond. Had he really just said that? Why would someone make a joke about this deadly disease? Do people make jokes about cancer and Relay for Life? Did it even cross his mind that a person might participate in the Walk to End Alzheimer's after losing someone to this disease?

I took a deep breath and responded slowly. "No, that's not how this event works. Many who walk have lost someone to Alzheimer's. Some are caregivers of those who have it, and some folks who have Alzheimer's walk, as well—if they still can."



Participants like these, framed by balloons in the event's colors, annually do the Walk to End Alzheimer's.

"You see Alzheimer's doesn't just affect memory but how the brain works with every single part of the body as the disease progresses. Many believe it's a worthy cause to support. In fact, my small team of four actually raised over \$1500."

He kind of hmphed and then implied that some probably participate just to make their business look good and wondered if that was my case.

See CONVERSATION, page 11

WALK to End ALZHEIMER'S
-Sept. 10 at University of Puget Sound; -Sept. 16 at Louis Menter Boardwalk in Bremerton.
Hosted by the Alzheimer's Association. Registration and info: alz.org/walk, 206-529-3898.

Celestial sight of a century is coming this month



A rarely seen solar eclipse will occur Aug. 21.

Want to watch rare solar eclipse? Science Dome says come on down

For the first time in 99 years, a total solar eclipse will pass across the entire United States this month, creating a spectacular sight for communities across the country. And on Aug. 21, the Pierce College Science Dome will be ready. The dome, located on the college's

Lakewood campus, will offer a stellar opportunity to safely view the solar eclipse.

Although the local community isn't in the path of the total eclipse, 94 percent of the sun will ultimately be blocked during the height of the eclipse. Special equipment is necessary for people to view the sun during this time to avoid damaging their vision.

See ECLIPSE, page 5



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BRAIN FOOD
Crossword and Sudoku puzzles on page 9

THE SENIOR Scene

RATES

Display Rates:

\$29.21 per column inch: 24-48 column inches

\$33.70 per column inch: 10-23 column inches

\$35.95 per column inch: 1-9 column inches

Quarter Page: 12 column inches = \$404

Half Page: 24 column inches = \$700

Full Page: 48 column inches = \$1,401

Discount Rates:

Number of insertions:	x 3	x 6	x 12
Discount	3%	5%	10%

Pay-in-Advance Discount:

Contracts paid for in advance (a minimum of 6 insertions) will receive an additional 3% discount.

Save up to 13% with discounts!

Terms:

Payment is due within 30 days following receipt of invoice.

First-time and political advertisers pay in advance.

See Advertising Policies for more information.

MECHANICAL SPECS

Senior Scene uses an 11" x 17", 3-column format with a .25" gutter; 16 inches tall per column; 48 column inches per page; full page image size is 9-7/8" wide by 16" tall; no bleeds.

Ad widths are:

1 column = 3-1/8 (3.125) inches

2 columns = 6-1/2 (6.5) inches

3 columns = 9-7/8 (9.875) inches

ADDITIONAL SERVICES

\$50 (process color)

\$40 design charge if advertiser requires ad design services.

INSERTS & DIRECTORY ADS

Inserts: \$890 full run

Directory Ads: \$125 per listing

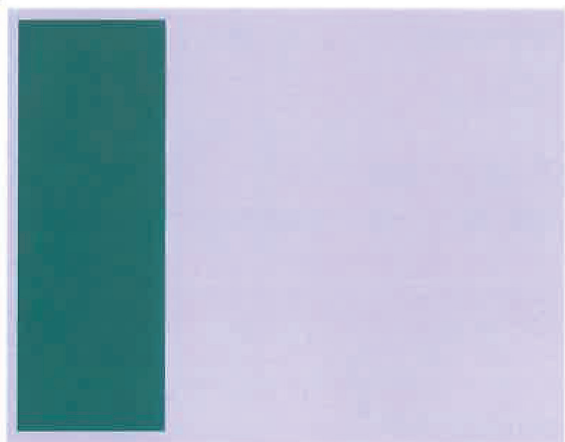


web ads and rates for seniorscene.org

Web ad includes a link to your to your site.

Ads rotate through the site.

No ad design service



Mini Block
160*160 *Pixels*

\$30/mo



Mini Banner
300*160 *Pixels*

\$50/mo



Block
300*250 *Pixels*

\$70/mo

Banner
160*600 *Pixels*

\$90/mo

Senior Media Services is a non-profit program that serves as the link between product providers/ service vendors and their prospective customers. We publish the monthly newspaper, Senior Scene, and the annual resource directory, Where To Turn, and have an outline presence at SeniorScene.org. Both are free publications.

Senior Media Services prints approximately 14,000 Senior Scene newspapers each month. Volunteer drivers distribute Senior Scene to over 300 locations throughout Pierce County and in the south King County area. Senior Scene publishes information that's of interest to mature adults. Regular topics include legal, medical, legislative and travel news, health and fitness articles; calendars of events; meal-site menus; listings of senior activities; community services; referral information; and medicare and medicaid information.

GENERAL PROVISIONS:

The appearance of advertisements in Senior Scene and/or Where To Turn does not indicate an endorsement of the product or service mentioned. Senior Media Services reserves the right to reject, cancel, or suspend any advertisement at the discretion of the editor.

Political advertisements must be paid in advance. Ads must meet all campaign advertising and disclosure regulations. It is the advertiser's responsibility to ensure compliance.

Advertising position in Senior Scene is at the discretion of the editor. Please call (253) 722-5687 regarding availability and conditions.

The advertiser is responsible for ensuring the accuracy of its advertising. Ads designed by Senior Media Services will be provided to the advertiser for approval. Senior Media Services shall not be liable

for slight changes or typographical errors that do not lessen the value of an advertisement.

The advertiser and/or advertising agency agrees to defend and indemnify Senior Media Services against any and all liability, loss, or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights, or violation of rights of privacy resulting from publication of the advertiser's advertisement.

Reserved ad space will require full payment if the ad is cancelled after the deadline, or if the ad must be omitted because artwork from the advertiser was submitted after press deadline. Discounted ads that are discontinued prior to contract expiration will be retroactively charged the single ad rate. Any additional amounts due will be added to the final billing.

BILLING:

- Payment is due within 30 days following receipt of invoice.
- Past due accounts will be charged a late fee equivalent to 10% of the balance due.
- All political ads must be paid in advance.
- First-time advertisers must pay for the first month's advertisement in advance.

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