



ESTABLISHED 1981

SERVING HUMBOLDT COUNTY

A free newspaper targeted to readers "50 and better" published monthly by



Humboldt Senior Resource Center

ADVERTISING

Liam Olson
707-443-9747
SNads@humsenior.org

EDITOR

Ted Pease
707-443-9747
Fax 707-443-3498
SN@humsenior.org
Mailed subscriptions: \$36/year

Mail Payments to Senior News,
1910 California St, Eureka CA 95501

For Credit Card Payments,
Call 707-443-9747.

All issues available online at
www.humsenior.org

**PRINT CIRCULATION
8000/month**

1800 inserted in the Times-Standard
2000 inserted in the Mad River Union
4200 at distribution sites throughout
Humboldt County

**ADVERTISING
RATE CARD**

Deadlines

Ad Space Reservations:

10th of the month preceding publication

Advertising Art Deadline:

13th of the month preceding publication

Deadlines are subject to change due to weekends and holidays.

No cancellations after the 18th of the month preceding publication.

Publication Distribution/Mailing

- *Times-Standard* insertion: Last or 1st Sunday of the month.
- *Mad River Union* insertion: First Wednesday of the month.
- Businesses in Humboldt County: **Last Wednesday/Thursday.**
- Subscriptions are mailed out the last Thursday of the month.
- Online Senior News posted by 1st of the month of publication.

Read Senior News Online: www.humsenior.org

Ad Art Requirements

- Resolution: 300 DPI
 - Color Profile: CMYK
 - File Format: PDF ONLY
- Locally printed at Western Web, Fairhaven CA.**

Graphic Design Charges

- 30 minutes of graphic design included in ad price.
- Advertisers will be charged at **\$55/hour** after the first half-hour.

Payment Options

- *First Time Advertisers* must prepay before first ad publication.
- *Forms of Payment:* Checks and Visa/Mastercard
- *Advertising Prepay Discount: 7% OFF for 1 Year with Contract.*

Political Advertising

Political Advertisers must prepay preceding each ad publication.

HSRC does not endorse any products, services or candidates advertised in Senior News. All advertising is paid for by the businesses or entities involved, which are totally responsible for content.

Display Advertising

INSIDE AD SIZES	
Full Page 9.9" w x 9" h	\$1,149 per month
Page 2 Banner 7.75"w x 2"h*	\$363 per month
1/16 Page Square 2.34"w x 2.114"h	\$64 per month
1/8 Page Hor. 4.85"w x 2.114"h	\$129 per month
1/8 Page Ver. 2.34" w x 4.432"h	\$129 per month
1/6 Page Hor. 4.85" w x 2.85"h	\$198 per month
1/4 Page Square 4.85" w x 4.55"h	\$288 per month
1/4 Page Hor. 9.9"w x 2.114"h	\$288 per month
1/4 Page Ver. 2.34"w x 9"h	\$288 per month
Half Page Ver. 4.85"w x 9"h	\$500 per month
Half Page Hor. 9.9"w x 4.432"h	\$500 per month
BACK PAGE AD SIZES	
1/2 Page Hor. 9.9"w x 4.432"h	\$685 per month
1/3 Page Hor. 9.9"w x 3"h	\$440 per month
*Page 2 and Page 12 Banners Are Not Available.	

Guaranteed Page Placement

\$85 - Half Page Ad or Larger

\$50 - Less Than Half Page

Page Placement fee not included in any discount.

**ONLINE BANNER ADVERTISING
NOW AVAILABLE! SEE PAGE 3!**

**Sign Up for Our Monthly
Advertiser Email!**

Scan the QR code or click [here](#) to stay up-to-date on Senior News Advertiser Information and Deadlines for upcoming issues.



Advertising Space Sizing Guide

**1/16 Page Square
2.34”w x 2.114”h**

**1/8 Page Horizontal
4.85”w x 2.114”h**

**1/8 Page Vertical
2.34”w x 4.432”h**

**1/6 Page Horizontal
4.85”w x 2.85”h**

**For All Larger Sizes
Please Refer to Page 1**

Page 2 and Page 12 Banners are not available.
Please Inquire About Back Page Availability. Space is Limited.

Liam Olson
Senior News Advertising Coordinator
707-443-9747 • SNads@humsenior.org



728x200 px

DONATE NOW
➔

- [Home](#)
- [Eye icon](#)
- [NEWS ▾](#)
- [COLUMNISTS ▾](#)
- [HSRC NEWS](#)
- [OPINION ▾](#)
- [POETS' CORNER](#)
- [SUBMIT ▾](#)
- [AD RATES](#)
- [SUBSCRIPTION](#)
- [CONTACT US](#)
- [Search](#)

JUNE: Mothers and Fathers



Parental Stress, Kids & the Rolling Stones

By Brenda Cooper

My poor parents. Devout Southern Baptists, they permitted minimal TV in our house. Music? Cue the hymnal. Two church services on Sunday and one on Wednesday evenings were the week's outings. The only movies we were allowed were religious (e.g., "The Ten Commandments" and "Ben Hur") or Disney ("Cinderella" and...

May 28, 2026



Tedtalks: Mom & Dad

By Ted Pease

This month, Senior News is all about those revered paragons, mothers and fathers. Because, as John Steinbeck said, "It takes courage to raise children." For context, I reread tributes I wrote for both parents' memorials, which made me a little weepy. Mom was 84 in 2014 when she went on to "The Next Big Thing..."

May 28, 2026



Remember That Day at the Lake — Stuck Having Fun?

By John Meyers

Back in the early '60s, our family (well, actually my dad) had a water-skiing boat on Lake Almanor, over in Plumas County. We would make an all-day affair of it. Mom made a picnic lunch and my brother and I and our friends took turns falling off the water skis and almost drowning while Dad drove the boat and ...

May 28, 2026

READ OUR E-EDITION



Search the Website Archives >

300x250 px

Web Ad Options	728x200 px	300x250 px
Web Ad Only	\$200	\$175
Web Add-On Bundle*	\$125	\$100

ALL PRICES ARE MONTHLY

*Web Add-On Bundle only valid with purchase of print ad.

Maximum File Size - 1MB
 Minimum Resolution - 72 DPI
 Preferred File Formats - PNG or JPG

Liam Olson
 Senior News Advertising Coordinator
 707-443-9747 • SNads@humsenior.org