

OUR RATES

Non-Housing Pages

Rates Per Quarter

Double - \$2,400

Full - \$1,500

Half - \$1,050

Payment Terms:

Credit card or check,
paid in advance of issue print.
We accept all major credit cards.

Third Page Ads

Per Quarter - \$750

Payment Terms:

Credit card or check,
paid in advance of issue print.
We accept all major credit cards.

AD SPECS

NON-HOUSING ADS

AD SIZE	AD DIMENSIONS
Double Page Spread <i>Leave 1" minimum for gutter.</i>	Trim: 10.125 x 7.875 <i>No live area or bleed necessary.</i>
Full Page	Trim: 4.875 x 7.875 <i>No live area or bleed necessary.</i>
Half Page	Trim: 4.875 x 3.875 <i>No live area or bleed necessary.</i>

THIRD PAGE ADS

AD SIZE	AD DIMENSIONS
	Trim: 4.875 x 2.57 <i>No live area or bleed necessary.</i>

- **Preferred format:** Adobe InDesign or Press PDF
We do not accept Corel Draw, Quark Xpress, Microsoft Publisher or Pagemaker files.
- All images must be CMYK and at least 300 dpi.
- Accepted File Types: EPS, JPEG, TIFF, PDF (fonts must be embedded when sending a PDF).
- All fonts must be Postscript-please do not use True Type fonts.
- Please convert all text in Illustrator files to paths/outlines.
- Please include all fonts, images, linked files and a color printout, if possible, along with the InDesign document.
- Microsoft Word for TEXT ONLY (do not embed images.)

AD DESIGN FEE

All ads are subject to a design fee of \$175.00. Re-designs are \$125.00. Ads supplied by the client are \$50.00.
Design fees include both print and internet ads.

PRODUCTION SCHEDULE THROUGH 2025-2026

ISSUE DATE	AD COPY
February 2025	January 15, 2025
May 2025	April 15, 2025
August 2025	July 15, 2025
November 2025	October 15, 2025
February 2026	January 15, 2026
May 2026	April 15, 2026
August 2026	July 15, 2026
November 2026	October 15, 2026

CONTACT INFO

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12.2024

NEVADA

SENIOR GUIDE™

HOME | HEALTH | SERVICES | LEISURE

Homes

Health

Services

Leisure

2025/2026 MEDIA INFORMATION

PRESENTING

The Nevada Senior Guide is printed in full color on high quality gloss paper. The 5.25 x 8.375 digest size is considered the most popular for a “guide”, to fit in a pocket or purse.

The Nevada Senior Guide is printed quarterly - Winter, Spring, Summer, Fall and is distributed FREE to the consumer. The Nevada Senior Guide was designed with 4 categories – Home, Health, Services and Leisure. This allows the Nevada Senior Guide to include advertising for any business that wants to target seniors. **One vehicle, one target market.**

SUPERIOR EXPOSURE

Our Distribution

40,000 copies distributed over a 3-month period of time throughout Southern Nevada including:

- Whole Foods Grocery
- Albertsons Grocery Stores
- Vons Grocery Stores
- 18 Auto Dealerships
- 600 Waiting Rooms in Doctor’s Offices
- 16 Bingo Rooms in Major Hotels
- Clark County Libraries
- Healthcare Facilities/Hospitals
- Senior Services Centers
- Assisted Living Communities
- Senior Community Centers
- Case Managers & Social Workers
- Las Vegas Chamber of Commerce
- Henderson Chamber of Commerce



PROVIDING INFORMATION

Senior Services Directory

Nevada Senior Guide is the home of the Senior Services Directory - the most comprehensive state wide directory of senior services, updated every 3 months. Included inside the Nevada Senior Guide, the directory lists hundreds of non-profit and government agencies with the services they provide.

Health Fairs

Nevada Senior Guide participates in health fairs each year. We are meeting hundreds of consumers and placing the Senior Guide directly in their hands. We have found this approach to be an effective way of familiarizing newcomers with the Senior Guide and strengthening the readership with existing readers.

Free Featured Articles

Full-page advertisers are given a one-page article related to their industry to assist the consumer in making buying decisions. These are offered on a limited, first come, first served basis. You will also find general information articles that are targeted to the senior audience regarding healthcare, financial, and leisure activities.

Free Level of Care Directory

The Nevada Senior Guide includes a comprehensive list of all levels of care. From Retirement Communities to Long Term Acute Care, this directory offers fast and easy access to guide those in need of assistance.

Free Internet Advertising

INTERNET ADVERTISING

Your ad appears **FREE** on the internet at www.NVSeniorGuide.com. We average hits over 2 million & average monthly unique visitors at 38,000. In addition to our print publication, we have added Nevada Senior Guide to the internet and into thousands of households that would otherwise miss your message. Each ad appears on its own separate page on the website, and that page is branded with your organization’s name for maximum exposure and results! **Banner Ads starting at \$350 per month.**

TESTIMONIALS

“Any community providing senior housing would be foolish not to take the opportunity to advertise in NV Senior Guide. Our community does and it makes all the difference in our occupancy!”
Carol Ann Kimball, Marketing Director, Acacia Springs Independent & Assisted Living

“We are extremely happy with the NV Senior Guide as a marketing tool for Heritage Springs Assisted Living and Memory Care – we have calls every week that are generated specifically from our ad.”
BJ Wright, Marketing Director, Heritage Assisted Living & Memory Care

“The Nevada Senior Guide has been our most valuable marketing tool for years, with Megan Mathis at the helm, why wouldn’t it be!!”
Lori Muehlhausen, Manager, McKnight Senior Living Apartments

Does the Nevada Senior Guide bring results to our advertisers?

YES! Call any advertiser and ask them.

SERVICE

Locally owned and operated in Las Vegas / Henderson, Nevada since 2001.

