

2024 CHOICES For Fifty Plus

CHOICES For Fifty Plus 2024 Rate Card

CHOICES For Fifty Plus is published 6 times per year and is distributed to Dubuque and the tri-state area via newsstands and by insertion into *Julien's Journal*. It contains content on topics like healthcare, retirement communities, finances and local topics that are of interest to people aged 50 and older. Every CHOICES For Fifty Plus is published in both a print and a digital version to further expand your advertising reach.

Advertising Rates

All rates are per issue and include color.

	1 Issue	3 Issues	6 Issues	Dimensions
Two Page Spread	\$1,265	\$1,120	\$975	12.875"x 75"
Full Page	\$695	\$615	\$535	6"x 8.85"
Half Page	\$370	\$325	\$285	6"x 4.5"
Third Page	\$330	\$290	\$255	4" x 4"
Quarter Page	\$255	\$225	\$195	3"x 4.57"
Premium Positions				
Centerfold Spread	\$1,390	\$1,230	\$1,070	12.875"x 75"
Inside Front Cover	\$710	\$650	\$590	7.15"x 10.35"
Inside Back Cover	\$670	\$615	\$560	6.78"x 10.35"
Back Cover	\$775	\$710	\$645	7.15"x 10.35"



Special Package Discount Opportunity

CHOICES For Fifty Plus advertisers that place size ads can advertise in *Julien's Journal* issues at a discount. We suggest the January, March, May, July, September, and November *Julien's Journal* issues, as they are the issues that do not have a copy of CHOICES For Fifty Plus distributed with them.

2024 Publishing Schedule

CHOICES FOR Fifty Plus publishes in February, April, June, August, October and December.

Issue Date	Editorial Deadline	Advertising & Artwork Deadline
February	12-13-2023	12-21-2023
April	2-14-2024	2-29-2024
June	4-10-2024	4-25-2024
August	6-12-2024	6-26-2024
October	8-14-2024	8-29-2024
December	10-16-2024	10-31-2024

CHOICES For Fifty Plus is published by:
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