



Warren Publishing Group  
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## MEDIA/ADVERTISING KIT

## Our Mission Renewing Life's Possibilities

Renew E-Newsletter, published trimonthly, focuses on delivering content of interest to a mature audience. Individuals 50 and over are the fastest growing segment of the American population, and control 70% of all the nation's wealth. This audience lives longer. Their lifestyles, motivations, and focus on health are different from the preceding generation. Renew E-Newsletter provides content to mirror the interest of this unique generation with topics supporting historical facts, inspiration, motivation, vitality, health, and other areas which will constantly encourage the mature to "Renew Life's Possibilities".



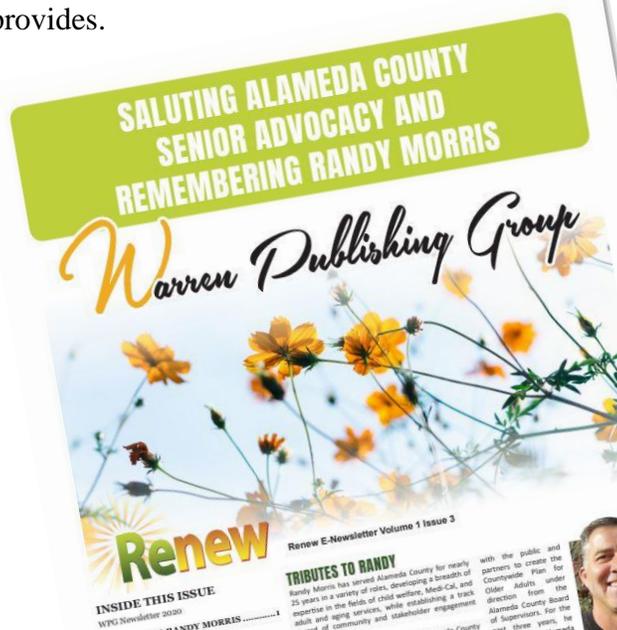
### Why Advertise

The mission of Renew E-Newsletter is to provide quality content, focused on renewing life's possibilities. The relationship we have with our readers enhances the reader's receptivity to the advertiser's message.

### Where To Find Us

Renew E-Newsletter **distributes over 5000 copies** online, through multiple forms of social media. The E-Newsletter is posted for viewers on Facebook, LinkedIn, Instagram, Twitter and by Mailchimp. It is accessible to anyone, anywhere that has access to these forms of social media.

These forms of social media are perfect for advertising on certain goods, and services that your business provides.



### The Mature Marketplace

- Brings in \$2 trillion in annual income
- Has more disposable income than any other age group
- Spends 74% more on vacations than any other age group

## Digital File Submission Requirements

### Camera Ready Art (CRA) Submissions

Ads supplied by advertisers must be built to the correct ad size and proportion.

- PDF\* File at 300 dpi
- All ads must be built to size at a minimum of 300 dpi.
- Color: CMYK or grayscale.
- Formats: Acceptable formats are JPEG, PNG, or PDF.

### Advertising Rates

#### E Newsletter Specifications

E-Newsletter trim size 9" x 10.875"

Published Online, E-Newsletter

#### Ad Sizes

Full Page: 8.625"w x 11.125"h

Half Page: 7.375"w x 4.875"h

Quarter Page: 3.562"w x 4.875"h

#### Reduced Prices Due to COVID-19

Quarter Page \$25.00

Half Page: \$50.00

Whole Page: \$100.00

### Photo & Logo Submissions

Photos should be JPEG, PNG, or PDF\* format at 300 dpi in CMYK or grayscale. Email : renewmag@gmail.com

### Email/Mail Submissions

File, not exceeding 5MB, may be sent via email to renewmag@gmail.com

### Design Services

If you do not currently have an ad prepared, Renew Graphics department can create a powerful advertisement for your business at a reduced flat rate of \$50 (includes 1 round of revisions).

### Newsletter Calendar 2020 - 2021

Summer 2020 Part 1 *Inspiration in the Year of Discontent, By: Pastor Emeritus J. Alfred Smith, Sr.*

Fall 2020 Part 2: *Reflections: How Pastor Emeritus Inspired Generations*

Winter 2020- 2021 *The Benefits of Medical Marijuana*

Spring 2021 *Finding Your Passion In Your Senior Years*

### Special Issue

October 2020 *Discounted Holiday Vendor Advertising*