

SAN DIEGO ACTIVE LIVING

San Diego's only directory for active adults – age 55+

May 2004

DISTRIBUTION SITES

Senior Centers

- Carlsbad Senior Center
- Clairemont Friendship Center
- Escondido Josyln Senior
- La Mesa Adult Center
- Norman Park Senior Center
- Oceanside Senior Center
- Rancho Bernardo Center
- Rancho Bernardo Jewish Senior Center
- Rancho Bernardo Josyln Center

Hospitals

- Alvarado Hospital
- Kaiser Hospital – All Locations
- Palomar Medical Center
- Pomerado Hospital
- Sharp Hospital – Genessee, Grossmont
- Scripps Hospital – La Jolla, Encinitas
- Tri City Medical Center
- UCSD Medical Center

Libraries

- San Diego Library
- Ranch Bernardo Library
- Encinitas Library
- Carlsbad Library

Retirement Communities
Restaurants
Resorts
Medical Offices
Selected Advertiser locations
and more . . .

**SAN DIEGO ACTIVE LIVING IS DISTRIBUTED
AS A FREE PUBLICATION THROUGHOUT
SAN DIEGO COUNTY**

- San Diego's directory for active adults – age 55+. Retired and pre-retired, planning for themselves as well as their parents.
- This annual, complimentary publication will be kept and referred to over and over again, giving your message repeat exposure.
- Posted on our award-winning Web site – San Diego Source at sddt.com – year round.
- By advertising in the Active Living Guide, you'll reach the fastest growing segment of the population.
- 20,000 copies will be distributed throughout San Diego County, including *Daily Transcript* readers.

Call for advertising information **619.232.4381**

THE DAILY TRANSCRIPT
SAN DIEGO'S BUSINESS DAILY

SAN DIEGO ACTIVE LIVING

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Advertising Rates

Full Page:	\$2375
3/4 Page:	\$1825
Jr. Page:	\$1600
Half Page:	\$1175
3/8 Page:	\$975
1/4 Page:	\$750
1/8 Page:	\$600
1/16 Page:	\$350

Inside Front Cover:	\$3175 <i>Four Color</i>
Inside Back Cover:	\$3175 <i>Four Color</i>
Back Cover:	\$3800 <i>Four Color</i>
Expanded Listing:	\$225 <i>Five Lines</i>

Advertising Sizes

Full Page	9 ¹ / ₂ " w x 12 ³ / ₄ " h
3/4 Page	Horizontal 9 ¹ / ₂ " w x 9 ¹ / ₂ " h Vertical 7" w x 12 ¹ / ₄ " h
JR Page	7" w x 9 ³ / ₄ " h
1/2 Page	Horizontal 9 ¹ / ₂ " w x 6 ¹ / ₈ " h Vertical 4 ⁵ / ₈ " w x 12 ¹ / ₄ " h
3/8 Page	Horizontal 7" w x 6 ¹ / ₈ " h Vertical 4 ⁵ / ₈ " w x 9 ¹ / ₄ " h
1/4 Page	Block 4 ⁵ / ₈ " w x 6 ¹ / ₈ " h
1/8 Page	Horizontal 4 ⁵ / ₈ " w x 3 ¹ / ₈ " h Vertical 2 ¹ / ₈ " w x 6 ¹ / ₈ " h
1/16 Page	2 ¹ / ₈ " w x 3 ¹ / ₈ " h

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