

2023-24 MEDIA KIT

Grow your Business with OC Seniors and Family Caregivers



**ORANGE COUNTY'S
PREMIER RESOURCE
GUIDE IN PRINT
AND ONLINE**

MARKETING FROM EVERY ANGLE



ONLINE



MOBILE



SOCIAL



PRINT



answers. 2023-24

- Reach OC's most rapidly growing market
- Target and promote your business in print and online
- Affordable ad prices to fit your budget
- Capture new customers

Orange County's #1 Resource for the 50-plus Community

ANSWERS contains articles, information, and resources about healthcare, housing, caregiving and insurance for Orange County's 497,000 + older adults.

View **ANSWERS** online at www.coasc.org.

WHO WE ARE

As a local non-profit organization, we have been a trusted source of unbiased information for more than 50 years. We provide programs and services for more than 100,000 seniors and their families annually.

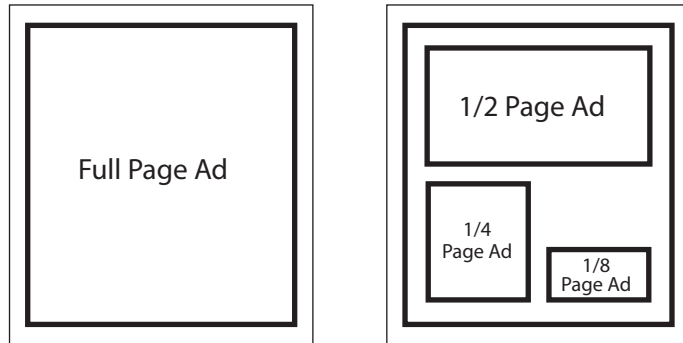


Council on Aging
Southern California

*Helping Seniors Remain
Healthy, Connected and Protected*

ANSWERS GUIDE 2023-24

PRINT AND DIGITAL AD SPECS & RATES



Advertiser position within a category is at the discretion of the publisher.
All ads are full color.

DISPLAY ADS	AD SIZE	RATES
1/8-Page	3.3" x 2.1"	\$500
1/4-Page	3.3" x 4.4"	\$1,000
1/2-Page	4.4" x 6.8"	\$2,500
Full Page	6.8" x 9"	\$3,500
Full-Page, Inside Back Cover	6.8" x 9"	\$5,000
Back Cover	6.8" x 9"	\$7,000
Full-Page, Inside Front Cover	6.8" x 9"	\$6,000
Checklist-Provide Your Logo	N/A	\$1,500

Need ad assistance?

Template A



Award winning In Home Care, we service all of Orange County and the surrounding area. Considered OC's provider of choice as well as the preferred choice of licensed healthcare professionals throughout all of Orange County.

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12345 Any Street Ave, Suite 100, Any City, CA 12345
555-555-5555 • email@mail.com • www.website
#123456789

Template B



Award winning In Home Care, we service all of Orange County and the surrounding area. Considered OC's provider of choice as well as the preferred choice of licensed healthcare professionals throughout all of Orange County.

12345 Any Street Ave, Suite 100, Any City, CA 12345
555-555-5555 • email@mail.com • www.website • #123456789

We can customize your 1/8th page ad by enhancing it's graphic elements with your logo's colors for \$75.00 for 1/8th page.

AD REQUIREMENTS

- **Ads are Non-Bleed/No Full Bleed** (does not go to the edge of the page). Document size must be the ad size (not in a larger page).
- Ads require a border or background.
- Do not include crop or trim marks.
- Proof ads before sending. **We do not provide proofs for review.**
- **File Format:** Ads must be in .EPS, .PDF, .TIF or .JPG format.
- **Resolution:** Ads with photos or graphics must have a minimum 300 dpi resolution at 100%.
- **Ad Submission:** Ads can be e-mailed to: mfedorow@coasc.org. It is recommended that ad is compressed as a .ZIP file. If the file is too large to e-mail, contact us for delivery instructions.
- **Color Profile:** Ads must be in CMYK format (ads in an RGB or other color profile may have undesirable color shifts).
- **No four-color blacks:** Black text must in black ink only, incl. logos.
- **Answers is printed on 35# 80 Hibrite paper.** For optimal printing use 10 point or higher font. Reverse print should use a heavier font type and should be on a lighter background to avoid bleed.

Disclaimer: Council on Aging-Southern California is not responsible for artwork that does not meet these specifications.

Ad submission date for the Answers Guide is August 30th 2023.

For optimal viewing use 10 point font or higher.

Reverse print should use a heavier font type and should be on a lighter background.

For more information or to reserve space call 714-352-8831 or e-mail: mfedorow@coasc.org