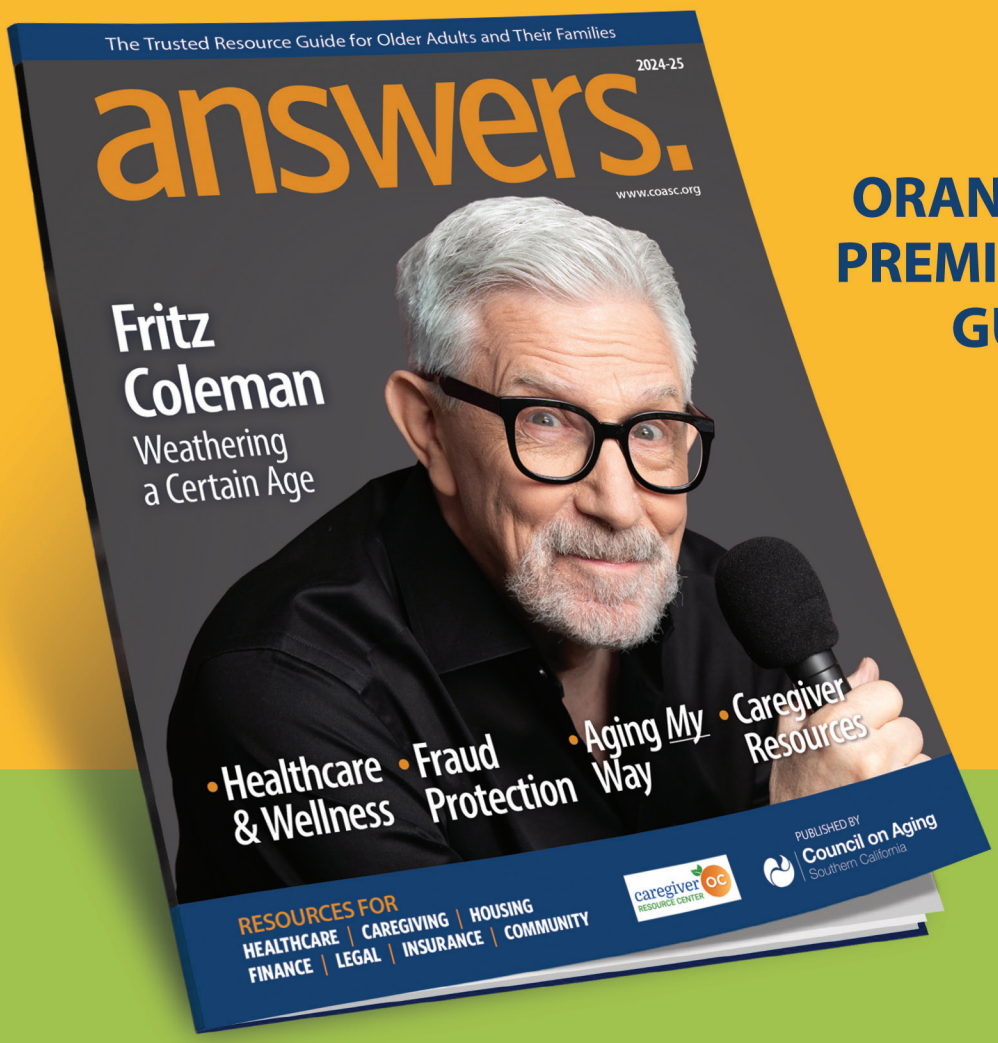
2024-25 MEDIA KIT

Grow your Business with Seniors and Family Caregivers



ORANGE COUNTY'S PREMIER RESOURCE GUIDE IN PRINT AND ONLINE

MARKETING FROM EVERY ANGLE

ONLINE

MOBILE

SOCIAL

PRINT

answers. 2024-25

- **Reach OC's fastest growing market**
- **Target and promote your business in print and digital**
- **Affordable prices to fit your budget**
- **Capture and educate new customers**

Orange County's #1 Resource for Navigating Aging

ANSWERS contains articles, information, and resources about healthcare, housing, caregiving and insurance for Orange County's 516,000 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 caregivers annually.

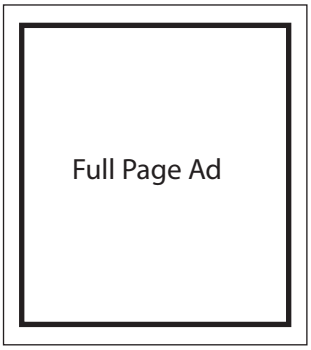
Council on Aging
Southern California

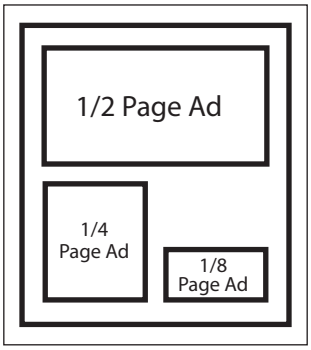
Helping Seniors Remain Healthy, Connected and Protected

The Council on Aging - Southern California is a 501 (c)(3) nonprofit organization.

ANSWERS GUIDE 2024-25

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"	$600
1/4-Page	3.3" x 4.4"	$1,200
1/2-Page	4.4" x 6.8"	$2,700
Full Page	6.8" x 9"	$4,000
Full-Page, Inside Back Cover	6.8" x 9"	$5,400 SOLD
Back Cover	6.8" x 9"	$7,000
Full-Page, Inside Front Cover	6.8" x 9"	$6,000 SOLD
Checklist-Provide Your Logo	N/A	$1,500

Need template assistance?

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

Template A

Template B

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: **answersads@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. Keep black areas to a minimum.
- **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 30, 2024.

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 714-619-2129 or e-mail: mfedorow@coasc.org