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**

2025/26 Media Kit

Orange County's Resource Guide in Print and Online

ANSWERS contains articles, information, and resources about healthcare, housing, caregiving, Aging _My_ Way and Medicare for Orange County's 535,000 older adults.
View **ANSWERS** online at www.coasc.org

- **Reach OC's fastest growing market**

- **Target and promote your business in print and online to over 50K readers**

- **Affordable prices to fit your budget**

- **Distributed at:**
  - **Senior Centers**
  - **Libraries**
  - **Medical offices**
  - **Hospitals**
  - **Senior Communities**

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.
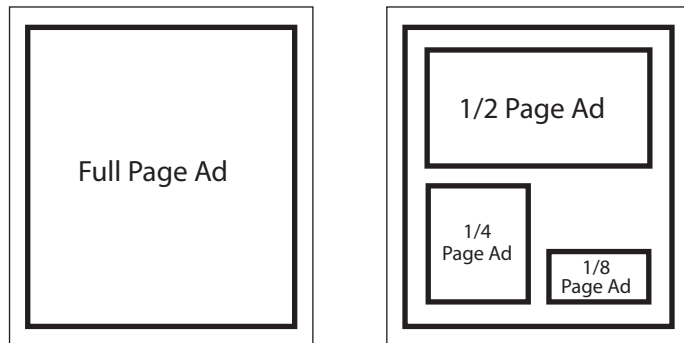
Helping Seniors Remain Healthy, Connected and Protected

Council on Aging
Southern California

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

ANSWERS GUIDE 2025-26
PRINT AND DIGITAL AD SPECS & RATES

Full Page Ad

1/2 Page Ad

1/4 Page Ad

1/8 Page Ad

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"	$650
1/4-Page	3.3" x 4.4"	$1,300
1/2-Page	4.4" x 6.8"	$2,900
Full Page	6.8" x 9"	$4,500
Full-Page, Inside Back Cover	6.8" x 9"	$6,000
Back Cover	6.8" x 9"	$7,500
Full-Page, Inside Front Cover	6.8" x 9"	$6,500

Design assistance for one eight of a page ad.
We can customize your 1/8th page ad by enhancing its graphic elements with your logo's colors for $100.00.

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 and QR Codes must in black ink only, incl. logos. Avoid dark backgrounds and 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, 2025.

Council on Aging
Southern California

For more information or to reserve space call 714-619-2129 or e-mail: mfedorow@coasc.org