

Milestones: the most efficient way to reach the 55+ market in Philadelphia County

Editorial Calendar 2020

Milestones™
News and Possibilities for Seniors

168,000 readers every month.

JANUARY

The Winter Issue

FEBRUARY

The Food Issue

MARCH

Current Events

APRIL

The Spring Issue

MAY

Celebrate Arts &
Older Americans Month

JUNE

The Summer Issue

JULY

Current Events

AUGUST

The Best of...

SEPTEMBER

The Fall Issue

OCTOBER

Health Care

NOVEMBER

Caregiving

DECEMBER

Current Events

ALSO IN EVERY ISSUE

- Feature Stories
- Health Briefs
- Calendar of Events
- Crossword Puzzle

CONTACT: Teresa Heavens

215-765-9000, ext. 5053 • email: teresa.heavens@pcaCares.org

DEADLINES: Space reservations are due by the 1st of the month preceding cover date.
Advertising materials are due by the 5th of the month preceding cover date.



Circulation

Milestones™
News and Possibilities for Seniors

The Best Way to Reach Philadelphia's 55+ Market

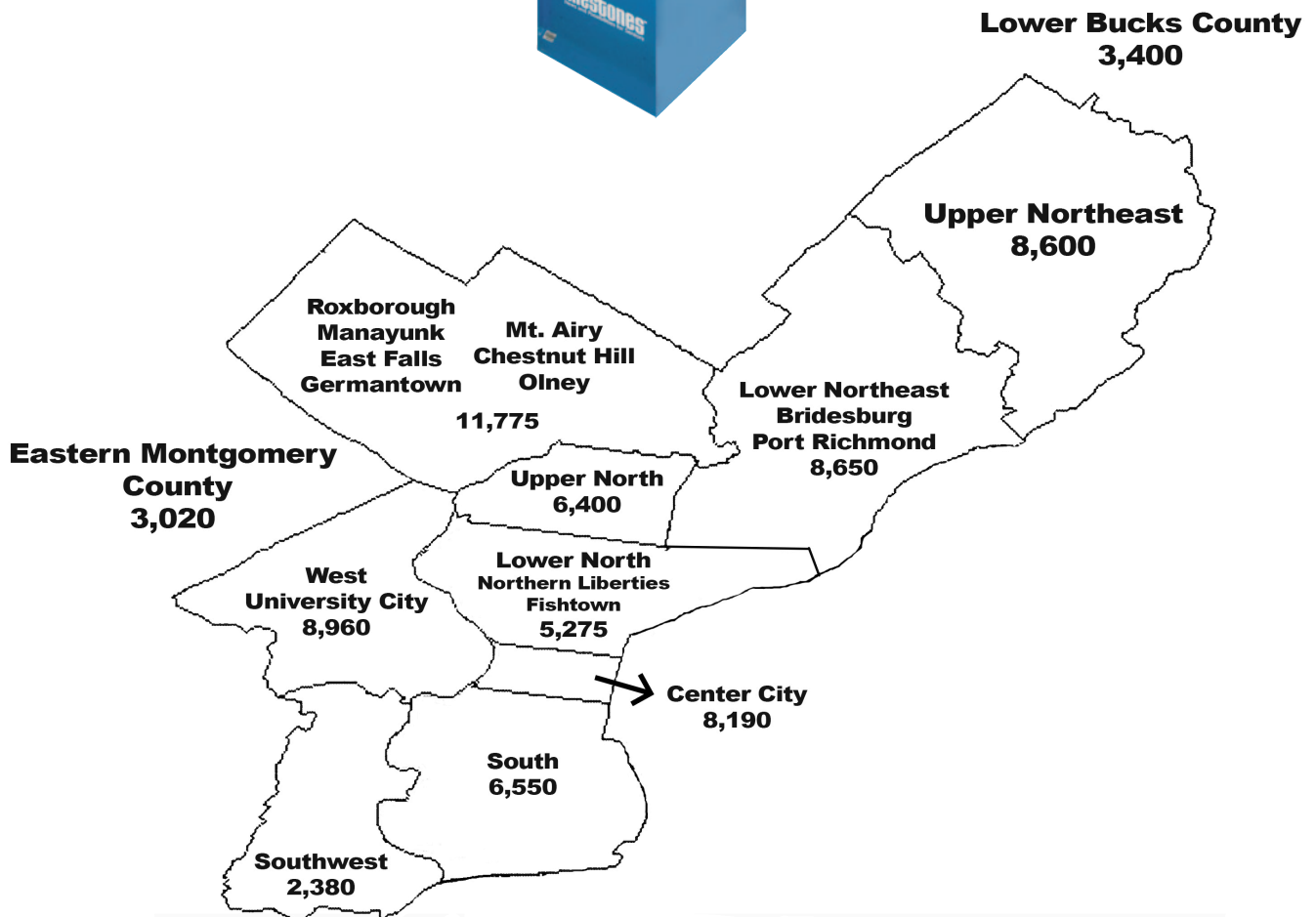
Milestones is the pre-eminent newspaper targeting Philadelphia's senior market. With readership of 168,000, Milestones is distributed free of charge on a monthly basis to older, active adults. Milestones reaches Philadelphia's mature market through our strategic distribution network of more than 1,000 sites, including senior centers, community centers, apartment buildings, housing complexes, pharmacies, hospitals, libraries, houses of worship, retailers, restaurants and other locations frequented by seniors. There are also Milestones honor boxes at high foot-traffic locations throughout the city. Other distribution outlets include PCA's community outreach activities, special events, and home-delivered meals consumers.

Circulation **73,200**
Readership **168,000**



Neighborhoods We Serve

Circulation Breakdown



Nearly 60% of Milestones readers consider our **advertisers** when making a purchase.*

Milestones is committed to bringing its readers compelling stories, thoughtful commentary and information they can use. We know, respect and appreciate our readers. That's why they come back month after month.

Gender:

Female	81%
Male	19%

Age:

Under 50	2%
55 – 59	5%
60 – 69	29%
70 and over	64%

Ethnicity:

African American	62%
Asian	1%
Caucasian	31%
Hispanic	2%
Other/Mixed	4%

Education:

Less than High School	6%
High School	30%
Some College/College	49%
Graduate	49%
Advanced Degree	15%

Number of

Monthly Readers:	168,000
(Pass along 2.3 per copy)	

How Often Do You Read Milestones:

Every/Most Months	88%
Occasionally	11%
Rarely	1%

Favorite Features in Milestones:

Health Briefs	76%
Calendar of Events	70%
Food and Cooking	59%
Human Interest	55%
Leisure & Recreation	49%
Consumer/Legal Issues	49%
Arts & Culture	47%

54% of our Seniors have access to the internet.

* Milestones Readership Study



Ad Specifications

Milestones
News and Possibilities for Seniors

DEADLINES: Space reservations are due by the 1st of the month preceding cover date. Advertising materials are due by the 5th of the month preceding cover date.

D I G I T A L

- 266 ppi (133 linescreen)
- No bleeds
- Matchprint required for color ads. Laser print for B/W ads.
- Color ads should be CMYK
- Spot color should be called "spot"
- B/W ads should be only black (no CMYK blacks)
- No extra colors in document

F I L E T Y P E

- **EPS** (If EPS file is saved in Adobe Illustrator or Macromedia Freehand file, be sure to convert the fonts to outlines.)
- **TIFF** (Send only the TIFF file. Do not send any other artwork/fonts.)
- **Quark Xpress** (Quark production list below)
 - Include all fonts in folder (printer and screen)
 - No extra fonts used in document
 - Do not force typestyles (i.e. italic, bold)
 - Include all art in folder
 - TIFFS must have background color
 - Art is 266 ppi
 - All art is imported at 100%
 - TIFFS are cropped closely in Photoshop
 - No 3rd party extensions in QuarkXPress
- **Microsoft Publisher** and **Microsoft Word** documents cannot be accepted.

S I Z E S

- Full Page Vertical 10.375" x 12"
- 1/2 Page Island 7.625" x 8.25"
- 1/2 Page Vertical 5" x 11.625"
- 1/2 Page Horizontal 10.125" x 5.5"
- 1/4 Page 5" x 5.5"
- 1/8 Page Horizontal 5" x 2.75"
- 1/8 Page Vertical 2.375" x 5.5"

Ads that do not follow the specifications will not be accepted.

Please Note: A \$100 correction charge will be added to the invoice for any ad that does not comply with these specs.

Please email your ad material to:

Teresa Heavens at teresa.heavens@pcaCares.org

Questions? 215-765-9000, ext. 5053

88% of Milestones readers read Milestones every month.*

Rate Card

Milestones™
News and Possibilities for Seniors

Rates effective January 2020

Ad Size	Width		Height	1X	3X	6X	9X	12X	18X	24X
Full Page	9.875"	x	10.25"	\$2180	\$2065	\$1960	\$1850	\$1750	\$1660	\$1575
1/2 Page Island	7.375"	x	6.625"	\$1325	\$1260	\$1195	\$1125	\$1060	\$1010	\$960
1/2 Page Horizontal	9.875"	x	4.925"	\$1200	\$1145	\$1085	\$1020	\$960	\$915	\$870
1/2 Page Vertical	4.875"	x	10"	\$1200	\$1145	\$1085	\$1020	\$960	\$915	\$870
1/4 Page	4.875"	x	4.925"	\$655	\$630	\$590	\$560	\$525	\$500	\$475
1/8 Page Horizontal	4.875"	x	2.375"	\$420	\$400	\$360	\$340	\$320	\$300	\$280
1/8 Page Vertical	2.375"	x	4.925"	\$420	\$400	\$360	\$340	\$320	\$300	\$280

4-Color Process:

add \$325 per insertion

Preferred Positions:

Back Cover

25% above contract rate.

Special Positions

10% above contract rate.

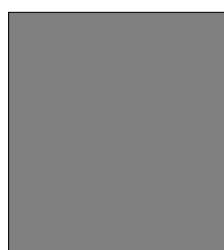
All rates are net.

Pre-Printed Inserts:

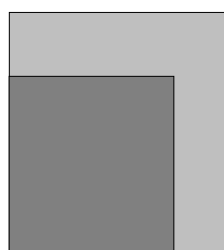
For greater impact or to target a segment of Philadelphia's older adults by region, pre-printed inserts are a great option. Inserts cost \$55 per thousand, 10,000 minimum.

Specs:

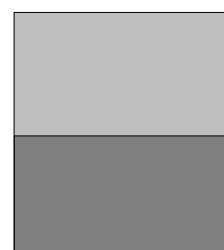
Minimum size is 5"x10"; Maximum size is 11" x 11 3/4". Weight minimum is 20#.



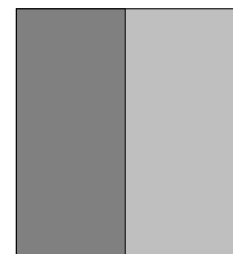
Full Page



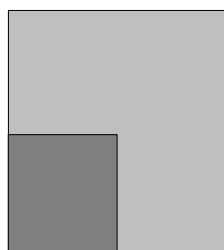
1/2 Page
Island



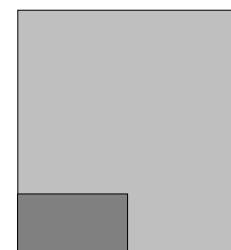
1/2 Page
Horizontal



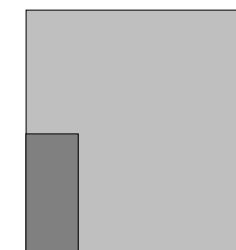
1/2 Page
Vertical



1/4 Page



1/8 Page
Horizontal



1/8 Page
Vertical

* Milestones Readership Study

Milestones™

News and Possibilities for Seniors

BILLING INFORMATION:

Advertiser Name: _____ **Name/Title:** _____

Contact Name: _____ **Company:** _____

Phone: SSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSS` **Street:** SSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSS_____

Email: _____ **City:** _____ **St:** _____ **Zip:** _____

Placement Agency, if applicable

Agency Name: _____

Agency Contact: _____

Phone: _____ SSSSSSSSSSSSSSSSSSSS`

Email: _____

Agency Name: _____

Agency Contact: _____

Phone: _____ SSSSSSSSSSSSSSSSSSSS`

Email: _____

INSERTION DATES:

2020 ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec
2021 ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec
2022 ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec

Frequency: ☐ 1x ☐ 3x ☐ 6x ☐ 9x ☐ 12x ☐ 18x ☐ 24x ☐ Other

Order Close Date is the 1st and Materials Close Date is the 5th of the month preceding issue date.

SPECIFICATIONS:

Ad Size:

Ad Color: ☐ B & W ☐ Gdch.....(!7c`cf`

Ad Type: ☐ New, will be crYated by: ☐ Client ☐ Agency ☐ Milestones
☐ Pick-up, from when or which ad:

PRICING:

Net Rate: \$ _____ 7ca a Ybhg.

Color Rate:

Position Premium: _____

Ad Production Cost:

Total Amount Due: \$_____

A JYgrcbYgFYdfYgYbUj Y. Contact Teresa Heavens 'Uh&%!)9000, ext. 5053'cf
teresa.heavens4 dWJCares"cf[

This Insertion Order is hereby submitted in accordance with the advertising terms and conditions on pages 1 and 2 of this Insertion Order. The undersigned agrees to be bound by all terms and conditions contained herein.

Name of Authorized Person (Please Print)

Signature of Authorized Person

Title

Date _____

M I L E S T O N E S A D V E R T I S I N G T E R M S & C O N D I T I O N S

1. Rates. (a) All rates are net. Agency commissions are not included in rates, and will not be paid by Publisher. (b) Rates are subject to change upon notice from Publisher. Should a change in rates be made, space reserved may be canceled by Advertiser or its Agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the contracted frequency rate. (c) Credits earned by increasing frequency during a contract year will be applied to future billing for space. No cash rebates will be issued.

2. Invoices and Payment. (a) Invoices will be rendered monthly, and are payable within 15 business days of the invoice date. (b) Publisher has the right to hold Advertiser and/or its Agency jointly and severally liable for any monies due to Publisher hereunder. (c) At Publisher's request, new advertisers shall complete a credit application and shall prepay for their first insertion.

3. Orders. (a) Insertion orders are due in writing on or before the Space Reservation Date, which is the 1st of the month preceding cover date, unless otherwise stated. (b) Insertion orders are accepted subject to the provisions of the then-current rate card, and subject to space availability. (c) The minimum rate holder is 1/16 page.

4. Advertising Materials. (a) Advertisements are accepted on the representation that the Advertiser and its Agency have the right to publish the contents thereof. (b) Advertising materials must be received by Publisher on or before the Materials Closing Date, which is the 5th of the month preceding cover date, unless otherwise stated. Advertising materials not received by Materials Closing Date will not be entitled to revisions, changes, cancellations, approvals, or guarantees in color matches. (c) If by the 5th of the month preceding cover date, Publisher has not received copy that, in its sole discretion, it deems acceptable for publication, it may either repeat Advertiser's most recent advertisement that Publisher has published or publish nothing. In either event, Advertiser and its Agency will be charged for any space reserved by them. (d) All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement or insertion order, space reservation, contract or position commitment at any time, with or without cause. (e) Advertiser represents that its advertisements are not false, misleading, deceptive or fraudulent, negative, disparaging, lewd, indecent, offensive or otherwise in poor taste; that its advertisements do not contain personal, racial, or religious attacks; and that its advertisements do not discriminate on the grounds of age, national origin, race, religion or sex; or violate, or foster the violation of, any law, regulation or ordinance. (f) Publisher reserves the right to add the word "Advertisement" above or below any copy.

5. Cancellations by Advertiser/Agency. (a) Cancellations of or changes to orders must be made in writing and must be received by Publisher on or before the Space Reservation Date. Cancellations not adhered to within this time period shall be subject to full payment of the original insertion order.

(b) Cancellation of any portion of an insertion order shall nullify all rate protection for the remainder of any schedule. (c) Cancellation of space reservations in whole or in part for any reason other than an increase in rates by Publisher shall result in an adjustment of the rate equal to the difference, if any, between the amount due at the rate named in this contract and the amount due at the rate applicable to the quantity of space used as stated in Publisher's rate card. Such additional sum shall not be due unless Publisher renders an invoice thereof within 90 days after such cancellation. Payment on any such invoice is due immediately upon receipt.

6. Cancellations by Publisher. Any order may be canceled by Publisher if Advertiser or its Agency fails to pay invoices when due, and any amount due, along with any difference between the short rates billed and the amount due at the rate applicable to the quantity of space used as stated in Publisher's rate card, shall be due immediately.

7. Omission of Advertising. Publisher's failure to insert an advertisement in any issue or issues invalidates the order for insertion in the missed issue(s), but shall not constitute a breach of contract.

8. Indemnification. Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication of its advertisement(s).

9. Limitation of Publisher's Liability. (a) In no event shall Publisher be liable for any costs or damages, consequential or otherwise, if for any reason it fails to publish an advertisement. (b) In no event shall Publisher be liable to any costs or damages, consequential or otherwise, in excess of the amount paid for the advertisement, resulting from any error(s) in the advertisement, or for any other reason.

10. Positioning. Positioning of advertisements shall be at Publisher's discretion, except where a request for a specific preferred position is accepted by Publisher in writing.

11. Miscellaneous. (a) No conditions other than set forth herein shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by any conditions printed or appearing on order blanks or copy instructions that conflict with the terms herein. (b) Publisher shall not be liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or materials shortage, transportation or communication interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. (c) Terms and Conditions, other than rates, are subject to change by Publisher without notice. (d) These Terms and Conditions shall be governed by and the rights of the parties hereunder shall be determined in accordance with the laws of the Commonwealth of Pennsylvania without regard to its principles of conflicts of law. Any dispute relating to these Terms and Conditions shall be litigated in the federal or state courts in Philadelphia, Pennsylvania.