

Milestones™

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

168,000 readers
every month.

For nearly **50** years, Philadelphia Corporation for Aging has been a trusted source in the Greater Philadelphia Region, fueled by the resources we provide to **140,000** older adults each year. The award-winning content in Milestones is just one of those resources, providing vital information and relatable storytelling tailored to individuals aged **55-plus**.

Lower Bucks
County
2,200

THE FAR
NORTHEAST
7,400

THE NEAR
NORTHEAST
7,400

ROXBOROUGH
MANAYUNK
EAST FALLS
GERMANTOWN
10,400

MT. AIRY
CHESNUT HILL
OLNEY

Eastern
Montgomery
County
2,000

UPPER
NORTH
5,600

BRIDESTOWN
KENSINGTON
RICHMOND
7,400

LOWER
NORTH
5,000

WEST
7,300

CENTER CITY
11,000

SOUTH
5,500

SOUTH
WEST
2,000

Nearby
Neighborhoods
we serve
circulation
breakdown

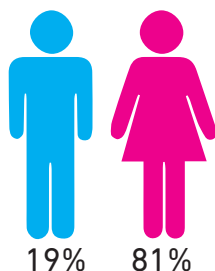
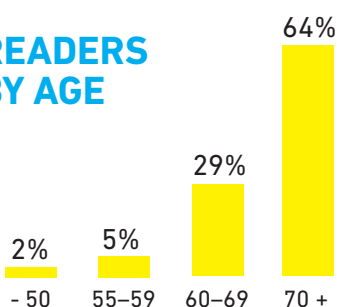
Circulation 73,200
Readership 168,000

* Milestones Readership Study

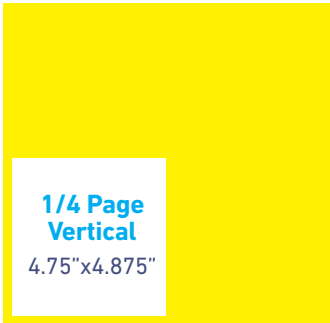
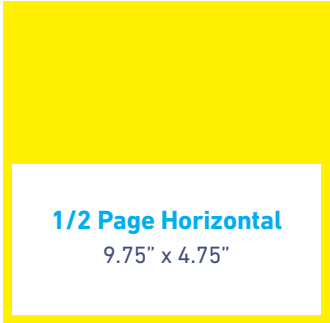
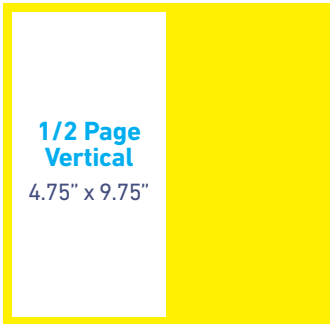
READERSHIP

NEARLY **60%** OF MILESTONES READERS
CONSIDER OUR ADVERTISERS WHEN
MAKING A PURCHASE.*

READERS BY AGE



ADVERTISING RATES & SIZES



Save money with **contract rates**. Take advantage of our great discounts and keep your presence in Milestones for an entire year:

| Ad Size | Width | Height | 1X | 3X | 6X | 9X | 12X |
|---------------------|-------|--------|---------|-------|-------|-------|-------|
| Full Page | 9.75" | 9.75" | \$1,000 | \$950 | \$900 | \$850 | \$800 |
| 1/2 Page Vertical | 4.75" | 9.75" | \$500 | \$450 | \$400 | \$350 | \$300 |
| 1/2 Page Horizontal | 9.75" | 4.75" | \$500 | \$450 | \$400 | \$350 | \$300 |
| 1/4 Page | 4.75" | 4.875" | \$300 | \$250 | \$200 | \$150 | \$100 |

A 10% discount on all advertising rates will be granted to nonprofit small and minority-owned businesses with exemption information provided.

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.

DIGITAL ADVERTISING RATES:

Digital ads should be no larger than 565 pixels wide by 175 pixels high.

Milestones E-News (monthly circulation: 2,900): \$100.00

News Bulletin (weekly circulation: 1,800): \$80.00

FILE TYPE: Ad (PDF) - Logos (EPS, AI, JPG, TIFF) - Photos (JPG, TIFF, PDF).



COLOR: CMYK (color ads)
B&W (grayscale ads)



RESOLUTION: 300 DPI (dots per inch)
actual size



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: Terri Heavens at Teresa.Heavens@pcaCares.org
Questions? 215-765-9000, ext. 5053