

Milestones™

Trusted News

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

168,000 readers every month.

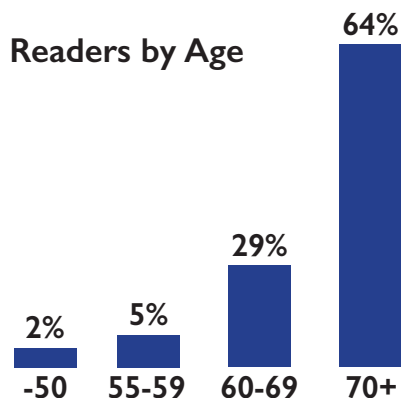
For **50 years**, Philadelphia Corporation for Aging has been a trusted source in the Greater Philadelphia region, fueled by the resources we provide to **140,000** older adults each year. The award-winning content in Milestones is just one of those resources, providing vital information and relatable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



Lower Bucks County
2,200

Readership

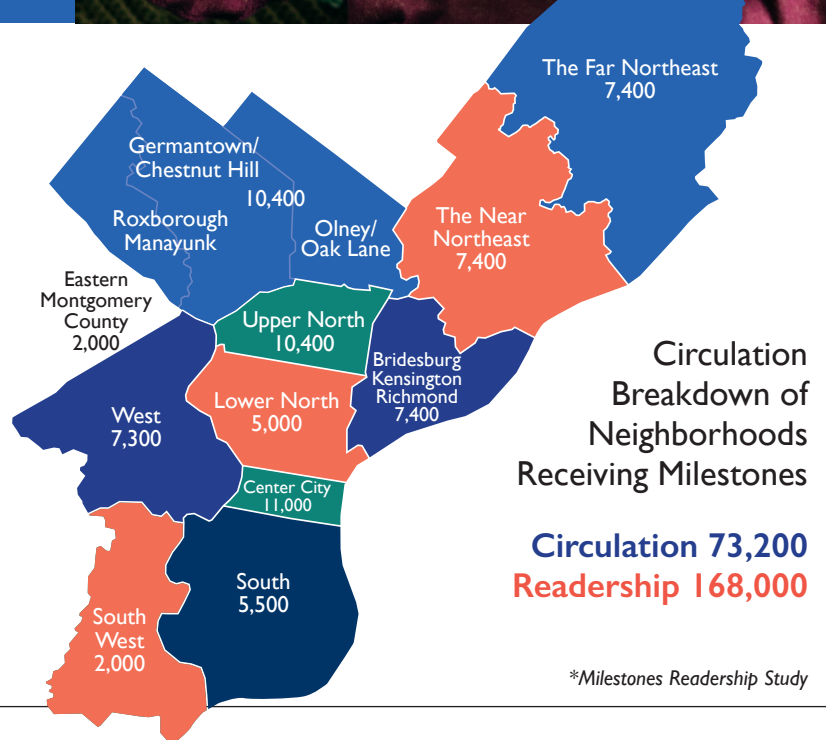
Nearly 60% of Milestones readers consider our advertising when making a purchase.*



F: 81%



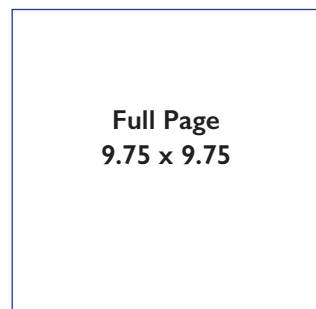
M: 19%



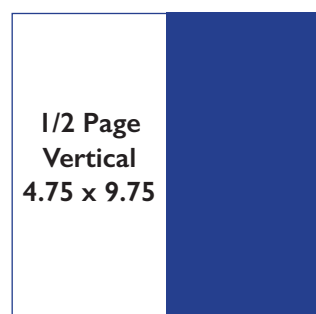
*Milestones Readership Study

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, PNG, TIFF) – Photos (JPG, PNG, TIFF, PDF)

COLOR:

CMYK – Color ads

B & W – Greyscale 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

Any questions, call 215-765-9000, ext. 5053

