



# Never Too Late

## 2022 MEDIA KIT

### Pima Council on Aging 12 Month Newspaper

#### Published Since 1969

*Never Too Late* is a monthly 36-page tabloid-sized newspaper specifically for older people and their families, published by Pima Council on Aging. Each month features a different topic. Includes a 4-page Spanish section, *Nunca Es Demasiado Tarde*. In addition to print, *Never Too Late* is produced in digital format on the platform Flippable Book, which is published at [nevertoolate.pcoa.org](http://nevertoolate.pcoa.org). Ads in the digital version can be linked to up to two different URLs.

The purpose and goals of *Never Too Late* which are:

- To improve the quality of life for older people by providing information about various programs, services, legislation and activities
- To enrich the lives of older adults
- To help combat ageism
- To inform those working in the aging field

#### Circulation Overview

- *Never Too Late* has a 12 month average circulation of 6,500
- Over 350 papers sent directly to individual subscribers
- 6,500 are distributed in grocery stores, older adult communities, libraries, senior centers and social service agencies
- Digital edition receives over 1,000 views monthly

#### NEW! *Never Too Late* Corporate Subscription.

Provide your residents and customers access to timely, local information tailored to the interests of older adults, their caregivers, and professionals in aging services while supporting the work of PCOA. \$49 per month per 50 copies delivered to your door (50 is the smallest order available; must be ordered in increments of 50). Take 15% off your advertising package when you also order a Corporate Subscription!



## Never Too Late

Para información en Español ver páginas 20 - 23



PUBLICATION OF PIMA COUNCIL ON AGING, HELPING PIMA COUNTY AGE WELL SINCE 1967

Pima Council on Aging (PCOA)  
8467 E. Broadway Blvd.  
Tucson, AZ 85710-4009

For Questions and to Submit ads:

Adina Wingate (520) 790-7573 Ext. 5067  
Editor [awingate@pcoa.org](mailto:awingate@pcoa.org)

Jan Baker (520) 790-7573 Ext. 5076  
Editorial Assistant [jbaker@pcoa.org](mailto:jbaker@pcoa.org)

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## Advertising Rates & Specifications

### Electronic Art

All ads must be CMYK color, 300 dpi. PDF & TIFF files are preferred. All fonts must be embedded or converted to outlines. Recommended font size - no less than 12.

### Payment

Payments due 30 days after the ad has run. Ads contracted for a period of six months or longer can be billed monthly.

### Submit ads to:

Jan Baker  
(520) 258-5076  
jbaker@pcoa.org

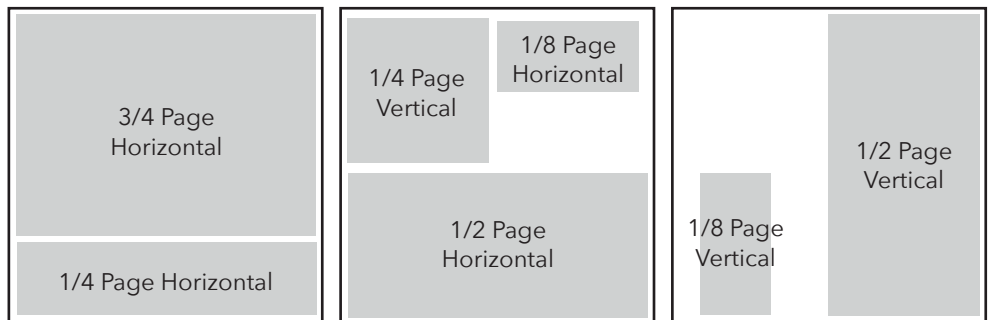
OR

Adina Wingate  
(520) 790-0504  
awingate@pcoa.org

### Ad Deadlines

Space reservation and camera ready art must be received by the 1st Friday of the month prior to printing unless otherwise listed.\*

	Monthly One Time Rate	4 Month Rate/Mo.	6 Month Rate/Mo.	12 Month Rate/Mo.	Size WxH
<b>Full Page</b>	\$750	\$680	\$600	\$550	10" w x 9.5" h
<b>3/4 Page</b>	\$650	\$625	\$550	\$500	10" x 7.125" (h)
<b>1/2 Page</b>	\$550	\$525	\$500	\$470	4.91" x 9.5" (v) 10" x 4.68" (h)
<b>1/4 Page</b>	\$340	\$320	\$305	\$290	4.91" x 4.68" (v) 10" x 2.375" (h)
<b>1/8 Page</b>	\$180	\$175	\$165	\$160	2.35" x 4.68" (v) 4.91" x 2.230" (h)
<b>Preferred Positions - Full Page Only</b>					
		4 Month	6 Month	12 Month	
<b>Back Cover</b>		\$790	\$705	\$655	
<b>Nonprofit Rate</b> - we are pleased to offer 501c3 nonprofit organizations in Pima County the 12-month rate for any number of insertions.					
<b>NEW! Never Too Late Corporate Subscription. Details on front.</b>					



Issues	Theme	Due Date	Issues	Theme	Due Date
January	Happy New Year	December 3	August	National Immunization Awareness Month	July 1
February	American Heart Month	January 3*	September	Healthy Aging & Falls Prevention	August 1*
March	Nutrition	February 4	October	Medicare Open Enrollment/Protect Your Hearing	Sept. 2
April	Public Health	March 4	November	National Family Caregiver Month	October 3*
May	Older Americans Month	April 1	December	Season of Giving!	Oct. 31*
June	Alzheimer's & Brain Awareness	May 2*			
July	Healthy Vision Month	June 3			