

## 2023 - 2024 MEDIA KIT

### Pima Council on Aging Bi-Monthly Newspaper

#### Published Since 1969

**Never Too Late** is a bi-monthly 36-page tabloid-sized newspaper specifically for older people and their families, published by Pima Council on Aging. Each edition features a different theme and includes a four-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* are:

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

#### Circulation Overview

- *Never Too Late* has an average monthly circulation of 7,500
- Over 400 papers sent directly to individual subscribers
- 6,500 copies are distributed monthly to grocery stores (all Albertsons and Safeways in metro Tucson and outlying communities), Pima County Library branch locations, older adult communities, senior centers, and social service agencies.
- Digital edition receives over 1,000 views monthly

#### 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 issue 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!



**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)

#### Discover What's in *Never Too Late*

Sign up at [help@pcoa.org](mailto:help@pcoa.org) to get the PCOA online *Weekly Bulletin*, with links to articles in the current *Never Too Late*.

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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) 790-7573 ext. 5076  
[jbaker@pcoa.org](mailto:jbaker@pcoa.org)

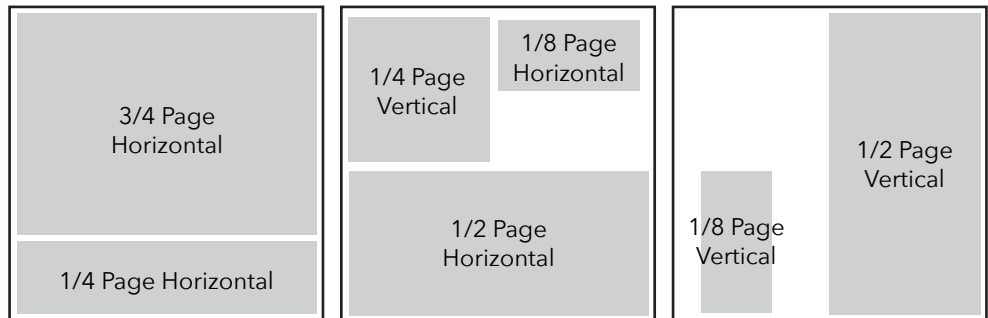
OR

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

### Ad Deadlines

Space reservations and camera-ready art must be received by the designated date provided on the production schedule.

	Bi-Monthly One Time Rate	2 Issues Rate/Bi-Mo.	3 Issues Rate/Bi-Mo.	6 Issues Rate/Bi-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>					
		2 Issues	3 Issues	6 Issues	
<b>Back Cover</b>		\$790	\$705	\$655	
<b>Nonprofit Rate</b> - we are pleased to offer 501c3 nonprofit organizations in Pima County the 6-issue rate for any number of insertions.					
<b>Never Too Late Corporate Subscription. Details on front.</b>					



Issues	Theme	Due Date	Issues	Theme	Due Date
September/ October 2023	Healthy Aging & Falls Prevention, Medicare Open Enrollment	August 1	July/ August 2024	Social Health & Wellness, Immunization Awareness	May 31
November/ December 2023	Family Caregiving, Season of Giving!	October 2	September/ October 2024	Healthy Aging & Falls Prevention Medicare Open Enrollment	August 1
January/ February 2024	Happy New Year, Heart Health	December 1	November/ December 2024	Family Caregiving, Season of Giving!	October 2
March/ April 2024	Nutrition, Public Health	February 1	January/ February 2025	Happy New Year, Heart Health	December 2
May/ June 2024	Older Americans Month, Alzheimer's & Brain Awareness, Healthy Vision	April 1			