

LIFESTYLE MAGAZINE FOR SENIORS

COMING of AGE™

MEDIA KIT



ballingerpublishing.com

LIFESTYLE MAGAZINE FOR SENIORS

COMING *of* AGE™

Overview

Coming of Age is the only lifestyle publication in Northwest Florida targeted to the sought after senior population. However, it is not just for seniors. Our subscribers also include those who are involved in the lives of seniors—adult children, spouses, extended family members, caregivers and advocates for the elderly.

Circulation

Printed twice yearly, more than **30,000** readers in Escambia and Santa Rosa Counties turn to *Coming of Age* as a resource on issues facing seniors today.

Mail Subscribers

Coming of Age has **7,500** subscribers across northwest Florida who are members of the Council on Aging. An additional **3,000** copies are distributed at select senior-oriented events across the Panhandle.

Television Promotion

Coming of Age TV is the only local program produced for seniors and those involved in their lives. The content of the program reflects the content of *Coming of Age* magazine. Through Cox Communications, *Coming of Age* is available to approximately **80,000** households in Escambia County. Individual segments are also uploaded to our YouTube Channel, youtube.com/coawfla. The segments are archived as a resource library for those looking for information relevant to seniors and caregivers.

Online Reach

The Council on Aging of West Florida has a strong website and social media presence. Each complete issue of *Coming of Age* is available for download or reading at coawfla.org and ballingerpublishing.com.

Deadlines

Contact Sales Representative for deadlines.



Ballinger
publishing

850.433.1166

For more information on advertising in *Coming of Age*, contact:

MAGGIE BANKS

Account Executive

Office: 850.433.1166 ext. 28

Cell: 228.223.7693

maggie@ballingerpublishing.com

JAAMI CLEMENT

Account Executive

Office: 850.433.1166 ext. 31

Cell: 850.501.8266

jaami@ballingerpublishing.com

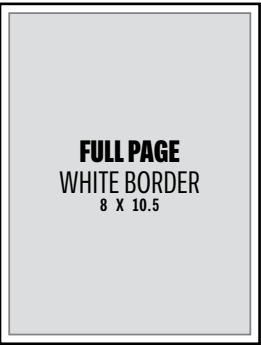
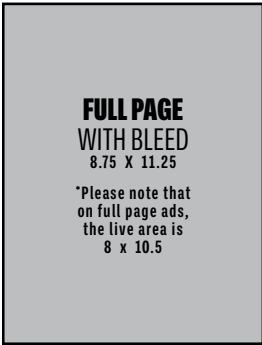
COMING of AGE™

Notes:

RATES & AGREEMENT

Size	1 Issue	2 Issues
Full Page	\$1265	\$1126
1/2 Page	803	687
1/4 Page	653	514
Full Page Special Placement		
Back Cover	\$1617	\$1501
Inside Front	1386	1270
Inside Back	1386	1270
Page 3	1444	1328

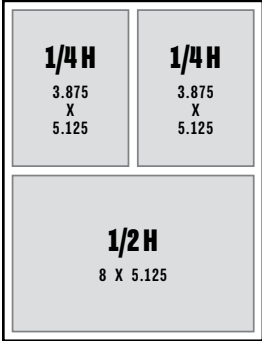
*Published 2 times a year (Spring, and Fall). 10,000 copies printed, 7,000 direct mailed to supporters, seniors and caregivers, 3,000 distributed promotionally.



RATES: Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

COMPOSITION: Ad design fee of \$50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300 ppi.**

SUBMISSION: Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to advertise@ballingerpublishing.com.



ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **COMING OF AGE MAGAZINE**.

Advertiser (Corporate) Name	Billing Address
Advertiser Email	Billing Email
Phone #	Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

CC Number: _____

Expiration Date: _____ Code: _____

Signature: _____

TERMS: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in Council on Aging *Coming of Age Magazine* the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
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