

Directions 2026-2028

Advertise in **Directions**, the most comprehensive resource guide for older adults in Central Oregon.

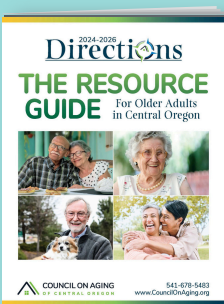


WHY ADVERTISE WITH US?

- **Known and Trusted** – For more than two decades, **Directions** has been the go-to guide for older adults and their caregivers.
- **Comprehensive** – **Directions** showcases hundreds of listings of local businesses and organizations that serve seniors. Expansive supplemental content increases usefulness and relevance for older adults and their unpaid caregivers.
- **Targeted Circulation** – 20,000 copies of **Directions** will be made available to seniors and their unpaid caregivers at strategic locations throughout Central Oregon.
- **Valued** – Professionals, older adults, family members, and caregivers keep **Directions** at the ready for its wealth of information.
- **Guide of Choice** – **Directions** is the preferred source of information for many professionals and service organizations assisting clients with life decisions.
- **Longevity** - Each issue of **Directions** is distributed regularly to locations across Central Oregon for two years.

Early Bird Pricing!

Save 10% when you reserve and pay for your ad space by Feb 29, 2026.



2024-2026 Cover Art

- Directions 2026-2028** will be as big, useful, and visually impactful as ever!
- 500+ listings of local, regional, and national resources
 - 132 large-format pages for visual impact and readability
 - 20,000 piece print run

The Council on Aging features **Directions** as a free download on our home page, free of charge to you!

AD SUBMISSION DATES

Please submit final art in PDF or JPEG formats with all fonts embedded. Send digital files to: **marketing@councilonaging.org**

Early Bird Order & Payment..... **February 29, 2026**
Ad Sales Close..... **March 15, 2026**
Materials Due..... **May 1, 2026**
Publication..... **September, 2026**

RATES

2-page Center Spread	\$6,000
Back Cover (SOLD).....	\$3,750
Inside Front or Back Cover (SOLD).....	\$2,700
Full Spread	\$3,625
Full Page.....	\$2,000
1/2-Page.....	\$1,200
1/4-Page.....	\$725

CONTACT

Emma Fried-Cassorla, Director of Communications
marketing@councilonaging.org
(541) 323-0432

Directions 2026 - 2028

Ad Space Order Form

AD CONTACT INFORMATION

Organization: _____

Name: _____ Title: _____

Email: _____ Phone: _____

AD PREFERENCES

☐ 2-page Center Spread – \$6,000

☐ Full Spread – \$3,625

☐ Back Cover (SOLD) – \$3,750

☐ Full-Page – \$2,000

☐ Inside Front Cover (SOLD) – \$2,700

☐ Half-Page – \$1,200

☐ Inside Back Cover (SOLD) – \$2,700

☐ Quarter-Page – \$725

☐ Are you interested in supporting our Community Meals? Check this box to learn more about sponsorship opportunities. Advertisers with a half-page ad or larger receive a discount on sponsorship packages.

☐ Premium Positioning within a specific category. *Available for full- and half-page ads only and incurs a 25% premium on the base ad rate within the category. Refer to ad categories on the next page. \$ _____

☐ **10% EARLY BIRD DISCOUNT** Ads booked and paid by February 29, 2025 will receive a 10% discount. (\$ _____)

TOTAL \$ _____

BILLING CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____

By signing, you agree to reserve the ad space and pay all associated fees for your ad.

Printed Name: _____ Date: _____

Signature: _____

Please return this form to Emma Fried-Cassorla at marketing@councilonaging.org or call (541) 323-0432

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Premium Positioning Categories

Please review this listing of **Directions** categories to identify the best place for your ad's placement. Premium Positioning is available for full- and half-page ads only and is an additional 25% on the base ad rate.

Advocacy and Information	Counseling and Mental Health	Education and Community Health
Emergency Services	Employment	End-of-Life Services
Financial Services	Food and Nutrition	Health and Wellness
Health Insurance	Home Healthcare and In-Home Assistance	Housing and Support Services
Legal Assistance and Information	Recreation, Social, and Travel	Residential and Long-Term Care
Transportation	Veterans Services	

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Ad Specifications

AD SIZES

Bleeds are only allowed for full spreads, covers, and full-page ad placements.



Full-Spread Ad
(with bleeds)
17"w x 11.13"h



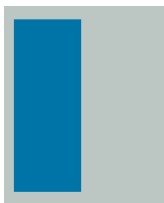
Full-Spread Ad
(no bleeds)
15.65"w x 9.63"h



Full-Page Ad
(with bleeds)
8.62"w x 11.13"h



Full-Page Ad
(no bleeds)
7.4"w x 9.63"h



1/2-Page
Vertical
3.58"w x 9.63"h



1/2-Page
Horizontal
7.4"w x 4.75"h



1/4-Page
Vertical
3.58"w x 4.75"h

DIMENSIONS FOR FULL-SPREAD AD

The dimensions listed below are needed for creating a center spread or full-spread ad:

Full-Spread Ad

- Trim Dimensions = 16.75"w x 10.88"h
- Live Dimension No Bleeds = 15.65"w x 9.63"h
- With Full Bleed = 17"w x 11.13"h

DIMENSIONS FOR FULL-PAGE AD

The dimensions listed below are needed for creating a back cover, inside cover, or full-page ad:

Full-Page Ad

- Trim Dimensions = 8.375"w x 10.875"h
- Live Dimension No Bleeds = 7.4"w x 9.63"h
- With Full Bleed = 8.62"w x 11.13"h

DIMENSIONS FOR INSIDE HALF-PAGE OR QUARTER-PAGE AD

The sizes listed below are the dimensions needed for creating a half- or quarter-page ad without bleeds:

1/2-Page Vertical Ad

- Live Dimension No Bleeds = 3.58"w x 9.63"h

1/2-Page Horizontal

- Live Dimension No Bleeds = 7.4"w x 4.75"h

1/4-Page Vertical

- Live Dimension No Bleeds = 3.58"w x 4.75"h

Note: Critical body copy and content should not extend outside grid live dimensions unless they are intended to bleed off the page.

Materials Due Date: May 31, 2024

Please submit final art in CMYK PDF 300dpi format with all fonts embedded. Send digital files to: marketing@councilonaging.org