

The Western Compass 2025 Advertising Rate Sheet

Welcome to The Western Compass! A new installment of our previous The WCAAA Insider, the Compass serves as a resource-packed guide for our community—a tool designed to inform, connect, and inspire as we help navigate older adults, individuals with disabilities, and caregivers throughout our 41 towns toward a life of independence and dignity.

Advertising in The Western Compass provides organizations with a unique opportunity to share valuable resources with our growing community. As a biannual magazine, The Western Compass ensures that your message reaches readers who actively seek services, support, and guidance. Whether you're promoting healthcare solutions, local programs, or essential services, our publication serves as a trusted platform to connect with those who need it most.

Please take a moment to review our advertising rates. If you have any questions, you can contact Nehway, our Editor-in-Chief, at **(203) 757-5449 ext. 130**, or via email at nsahn@wcaaa.org

Publication Details:

Magazine Schedule: Biannual (Spring & Fall Issues)

Forms: Print & digital:

- **Print** – 350 copies
- **Digital** - 1000 email recipients

Advertising Options & Rates

(Discounts available for full-year bookings!)

Standard Ads

Full-Page Ad (8.5" x 11") – \$1000 per issue / \$1500 for the year

Half-Page Ad (8.5" x 5.5" or vertical equivalent) – \$500 per issue / \$750 for the year

Quarter-Page Ad (4.25" x 5.5" or vertical equivalent) – \$375 per issue / \$425 for the year

Premium Placements (Limited Availability)

Inside Front Cover Ad – \$2000 per issue / \$3500 for the year

Inside Back Cover Ad – \$2000 per issue / \$3500 for the year

Sponsored Article (Advertorial) – \$250 per issue (Custom write-up or provided content, **250-350 words**)