Senior Scope

Media Kit

Senior Scope is published by:

Coastline
Caring for the community.
About Us

Now in its third decade, Senior Scope is a free, tabloid-size publication specifically targeted to older adults. The paper launched in 1984 by the mayor's office in the City of New Bedford.

In 1988, through a grant from Coastline Elderly Services, Inc., Senior Scope became a regional publication.

Our Content

Our mission is to be a resource for older adults living in the South Coast. Every month, you can expect to read about the latest health research, nutrition advice, and local events where you can connect with others. You can also expect to read stories about older adults living in your community who are making a difference.

We believe older adults are a vibrant part of our community, and we want our readers to improve the quality of their lives as they age independently.
Our Readership

A total of 10,000 physical copies of Senior Scope are distributed once a month, 12 times per year. Newspapers are distributed to more than 150 locations throughout the communities of Acushnet, Dartmouth, Fairhaven, Gosnold, Marion, Mattapoisett, New Bedford and Rochester.

The electronic version of the paper reaches a wide audience through Coastline's official website and social media pages. Readers can also subscribe to the physical paper or have the electronic edition emailed to them directly through MailChimp.

While the paper is based in southern Massachusetts, we have readers who share the paper beyond the South Coast.

Follow Us

Website  Facebook  Mailchimp

12 issues a year  10,000 copies printed every month  200+ regular subscribers
The road to recovery due to a serious medical condition can be a lengthy process that is seldom easy. But there is help along the way. Vibra Hospital of Southeastern Massachusetts is there to provide the specialized care you need right when you need it.

Beginning with a seamless transfer from the hospital, up until the time a patient is able to transition home, the Vibra team of dedicated physicians, nurses and specialized therapists are there every step of the way. Providing the kind of personalized care that makes a real difference. Helping patients with everything from relaxing to walk, to breathing without a ventilator, while helping families to understand the process and the outcomes.

All with one goal in mind. Getting patients back to better.

**Vibra Healthcare Specialty**
Acute Care services include:
- Pulmonary/Ventilator/Tracheostomy Services
- Complex Wound Care
- Multi-System Complications
- Medically Complex
- Cardiac Services
- IV Therapy
- Renal Failure/Dialysis

**Advertising Rates**

**Small Ad**
(Width: 3.3 inches, Height: 2 inches)
Contract Rate:
- $85 for a one-time ad
- 6-issue contract – $80 per issue
- 12-issue contract – $70 per issue

**Medium Ad**
(Width: 3.3 inches, Height: 4 inches)
Contract Rate:
- $170 for a one-time ad
- 6-issue contract – $160 per issue
- 12-issue contract – $135 per issue

**Half Page Ad**
(Width 10 inches, Height: 7.9 inches)
Contract Rate:
- $500 for a one-time ad
- 6-issue contract – $480 per issue
- 12-issue contract – $450 per issue

**Quarter Page**
(Width 4.9 inches, Height: 7.5 inches)
Contract Rate:
- $370 for a one-time ad
- 6-issue contract – $350 per issue
- 12-issue contract – $320 per issue

**PLEASE NOTE:** Senior Scope will only accept camera-ready or electronic versions of advertisements prior to the 20th of the month for inclusion in the next month’s publication. The advertiser is solely responsible for sending updated ads by the established deadline. The safe space for ads is approximately 10 inches wide by 15 inches tall. The overall size of the newspaper is approximately 11½ inches in width by 17 inches tall. The visual guide above is based on approximate dimensions.
Delivered in bulk to the organizations below

Acushnet • Dartmouth • Fairhaven • Marion • Mattapoissett • New Bedford • Rochester

| 1. | Ace Hardware (Dartmouth St.) | 46. | Dorothy Cox |
| 2. | Acushnet COA | 47. | Dr. Michael Rocha’s office |
| 3. | Acushnet Credit Union | 48. | Eastern Bank |
| 4. | Acushnet Public Library | 49. | Elderhaven Day Care |
| 5. | Alden Buick Pontiac Co. | 50. | Elizabeth Taber Library |
| 6. | Alden Court Nursing Home | 51. | Eye Health Vision Center |
| 7. | Amaral’s Market | 52. | Fairhaven COA |
| 8. | Angelo's Orchid Diner | 53. | Fairhaven Town Hall |
| 10. | Ashley Park Senior Center | 55. | Freita's Package Store |
| 11. | Assoc. Relief Aged Women | 56. | Friendly Fruit |
| 12. | Atria Nursing Home | 57. | Giammalvo Market |
| 13. | Attorney General’s office | 58. | GNBCHC (Health Center) |
| 15. | Bank of America (1918 Acushnet Ave.) | 60. | Hallmark Nursing and Rehab |
| 16. | Bank of America (Pleasant St.) | 61. | Hasting Keith Federal Building |
| 17. | Barry's Liquors | 62. | Hawthany Manor Nursing Home |
| 18. | Bayberry Apartments | 63. | Hawthorne Cancer Center |
| 19. | Bedford Towers | 64. | Hawthorne Medical (531 Faunce Corner Rd.) |
| 20. | Big Value Outlet | 65. | Hawthorne Medical (535 Faunce Corner Rd.) |
| 22. | Brandon Woods (397 County St.) | 67. | Hidden Brook |
| 23. | Brandon Woods (567 Dartmouth St.) | 68. | Hillside Court (Banister St) |
| 24. | Brandon Woods Home Care | 69. | Howland Library |
| 25. | Buttonwood Park Zoo | 70. | Immigrants’ Assistance Center |
| 26. | Buttonwood Senior Center | 71. | Jake’s Restaurant |
| 27. | Cancer Center | 72. | Jewish Convalescent Home |
| 28. | Capeway Adult | 73. | Just Another Phoenix |
| 29. | Car Barn Apartments | 74. | Kings Village East/West |
| 30. | Care One | 75. | Lawler Library |
| 31. | Carmen’s Kitchen | 76. | Little Neck Village |
| 32. | Caroline Apartments | 77. | Mac’s Soda Bar |
| 33. | Carriage House | 78. | Manomet Place |
| 34. | Casey Miller Apartments | 79. | Marconi Village |
| 35. | Cedars Assisted Living | 80. | Marianne’s Laundromat |
| 36. | Central Liquors | 81. | Marion COA |
| 37. | Costa’s Mini Mart | 82. | Mattapoisett COA |
| 38. | Courtyard Restaurant | 83. | Mattapoisett Diner |
| 39. | Cyd’s Kitchen | 84. | Mattapoisett Housing |
| 40. | Dana Court | 85. | Mattapoisett Town hall |
| 41. | Dartmouth Council on Aging | 86. | McDonald’s (179 Rockdale Ave.) |
| 42. | Dartmouth Dermatology | 87. | McDonald’s (386 County St.) |
| 43. | Dartmouth Housing Authority | 88. | McDonald’s (Hathaway Road) |
| 44. | Dartmouth Total Fitness | 89. | Medicare/Estate Planning |
| 45. | Dartmouth Town Hall | 90. | Melville Towers |
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91. Millicent Library
92. Moose Club
93. New Bedford COA
94. New Bedford City Hall
95. New Bedford Credit Union
96. New Bedford Hotel
97. New Bedford Public Library
98. New York Bagel
99. North Dartmouth Library
100. North End Senior Center
101. NPS Visitors’ Center
102. Olympia Tower
103. Our Lady’s Haven
104. Oxford Terrace
105. PACE
106. Pasta House
107. Pharmahealth Hawthorn
108. Plumb Corner Market
109. Project Independence
110. Regency
111. Rite Aid Pharmacy
112. Rochester COA
113. Rochester Town Hall
114. Rosemary S. Tierney Com. Center
115. Royal Nursing Home
116. Sacred Heart Home
117. Santander Bank (Allen St.)
118. Santander Bank (State Road)
119. SE Mass Health & Rehabilitation Center
120. Sebra’s Market
121. Shaw’s Supermarket
122. Sippican Health
123. Solemar at South Dartmouth
124. SouthCoast Health
125. SouthCoast Medical
126. Sovereign Bank
127. SRTA Bus Terminal
128. St. Anne’s Credit Union
129. St. Anthony Credit Union
130. St. Julie Billiart Parish
131. Stop & Shop (25 Faunce Corner Road)
132. Stop & Shop (438 Dartmouth St.)
133. Stop & Shop Pharmacy
134. Sunrise Bakery
135. Super Stop & Shop
136. Super Suds
137. Taber Mills
138. Temple Landing
139. The Oaks Nursing Home
140. The Royal Nursing Home
141. Tripp Towers
142. Trucchi’s
143. VA Clinic
144. Veteran’s Agent
145. Vibra Hospital
146. Webster Bank (28 County Road)
147. Webster Bank (975 Ashley Blvd.)
148. Whaler’s Cove
149. Whaler’s Place
150. Whaling Museum
151. Wilks Branch Library
152. Wonder Bowl
153. Ying Dynasty (Dartmouth)
154. Young House
155. Zeiterion Performing Arts Center

How we connect with readers:

- **Senior Scope** is published once a month/12 times a year.
- 10,000 physical copies of the paper are printed and distributed each month to 150+ locations throughout the South Coast.
- Readers can subscribe to the paper. Subscribers receive a copy in the mail each month.
- The paper is also available online. The website contains the current issue and has an archive section for previous issues.
- **Senior Scope** maintains a Mailchimp account, where the e-edition is distributed to a mailing list.
- Senior Scope updates are shared regularly on Coastline’s Facebook page: facebook.com/CoastlineNB/