

## **Invitation to Advertise**

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The Edmonton Seniors Coordinating Council (ESCC) is proud to produce the Recreation and Wellness Directory for Older Adults which highlights arts, fitness, technology, health, and recreational activities for adults 55+ in Edmonton.

Each year the ESCC compiles activities offered by seniors organizations, community groups, and recreational facilities into a convenient and comprehensive publication that helps older adults find courses, clubs, groups and events that match their needs and interests.

The directory is a valuable resource not only for older adults, but also for those who support older adults. Many organizations and health providers use the directory to show seniors that there are many options to get involved and stay active.

We produce the directory as a service to the community and provide print copies free of charge. In 2017/18 we printed 13,000 copies which were distributed through senior's organizations, libraries, health providers, City of Edmonton and Government of Alberta departments, community leagues, housing facilities, seniors' forums and directly from ESCC. The directory is also available as an online searchable database.

This year we are inviting organizations to advertise in the Recreation and Wellness Directory for Older Adults. Because of the directory's large distribution and target audience, advertising in the directory will provide your organization with exposure to thousands of older adults in the community.

If you are interested in advertising in the 2018/2019 edition of the Recreation and Wellness Directory for Older Adults, review the attached information and contact me if you have any questions.

Your advertising contribution will support the directory and will impact the health and wellness of older adults in Edmonton.

Sincerely,

Janelle Beblow, Communications Coordinator  
Edmonton Seniors Coordinating Council  
janelle@seniorscouncil.net  
780-423-5635 ext. 1

## Advertising Information

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### Recreation and Wellness Directory At a Glance

Audience	Seniors, helping professionals and others who support seniors
Launched	2005
Frequency	Annual
Circulation	13, 000 copies of the print directory
Price	Free
Timeline	Distributed in late August
Scope	More than 1,200 arts, fitness, technology, health and recreational activities for adults 55+ in Edmonton
Information sources	ESCC requires organizations to submit up-to-date information about their activities each year
Distribution	Senior's organizations, libraries, health providers, City of Edmonton and Government of Alberta departments, community leagues, housing facilities, seniors' forums and directly from ESCC

### Subject matter for ads

While we recognize that many organizations and companies offer valuable services to seniors, we accept only ads that are relevant to supporting older adults in their wellness and recreation.

### Rates and Sizes

	Ad sizes	Colour vs Black/White	Cost
<b>Back inside cover</b>	6.5 inches wide x 8.5 inches high	black and white	\$1500
		colour	\$1750
<b>1/3 page horizontal</b>	6.5 inches wide x 2.5 inches high	black and white only	\$400
<b>1/8 page horizontal (approx. business card)</b>	3.25 inches wide x 2 inches high	black and white only	\$300

ESCC members receive a 10% discount on the cost of the ad.

### Design Specifications

File format: jpg

Resolution: 300 dpi

Colour mode: colour ads must use CMYK

Dimensions: Sized according to the dimensions noted in Rates and Sizes.

### Deadlines

To reserve advertising space a completed insertion order must be received by June 29, 2018

Ad design files must be received by July 13, 2018

### Submission

Submit insertion orders and design files via email to [janelle@seniorscouncil.net](mailto:janelle@seniorscouncil.net).

**Insertion Order**

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Organization name \_\_\_\_\_ Contact \_\_\_\_\_

Mailing address \_\_\_\_\_

Email address \_\_\_\_\_ Phone number \_\_\_\_\_

ESCC Member yes \_\_\_\_\_ no \_\_\_\_\_

**Ad size**

Select which size ad you would like to purchase.

Back inside cover	black and white	
	colour	
1/3 page horizontal	black and white only	
1/8 page horizontal	black and white only	

**Ad placement within the directory**

For 1/3 page and 1/8 page ads, ESCC will place ads in the section of the directory that is most relevant as space permits. Indicate your first and second choice.

Section of the directory	First choice	Second choice
Computers and Technology		
Crafts and Hobbies		
Dance		
Drawing and Painting		
Fitness		
Games and Sports		
General Interest		
Health and Wellness		
Music, Song and Drama		
Social and Special Events		

**Acknowledgement**

I agree to purchase the ad indicated above.

Advertiser's Signature \_\_\_\_\_

Date \_\_\_\_\_

A signed insertion order must be received by June 29, 2018.  
Insertion orders and design files can be submitted via email to [janelle@seniorscouncil.net](mailto:janelle@seniorscouncil.net).

An invoice will be sent to the address on the insertion order.