



# Charleswood 55+ Active Living Centre

*Branching Out to The 55 Plus Community*

## **Advertising Opportunities at the Charleswood 55 Plus Active Living Centre**

Advertising in the Charleswood 55 Plus Active Living Centre Newsletter offers your organization a great opportunity to reach an audience of seniors who reside in the Charleswood, Headingley, Tuxedo, Lindenwoods and River Heights areas of Winnipeg. With approximately 4000 newsletters distributed throughout the year, maximum exposure can be assured. We hope that you or your organization will advertise with us.

**Step 1:** Complete and submit the advertising agreement form with payment to the **Charleswood 55 Plus Active Living Centre**

**Step 2:** Email your ad to - [info@charleswoodsniorscentre.org](mailto:info@charleswoodsniorscentre.org)

*Choose the ad size that best meets your need and book your space by filling out the Advertising Agreement form and return by the reservation date.*

### **Advertising Timelines**

The Charleswood 55 Plus Centre's Newsletter is published bi-monthly and is distributed to our members, local businesses and the community. Ad reservation must be made at least one month before the next newsletter is printed.

Fall Newsletter (September/October)

Winter Newsletter (November/December)

Winter Newsletter (January/February)

Winter Newsletter (March/ April)

Spring Newsletter (May/June)

Summer Newsletter (July/ August)

### **Ad Submission Requirements**

- Ad must be submitted in electronic form by email or USB flash drive.
- Ad may be submitted in colour
- Ad can be sent as a jpg, png (preferably a high-resolution image).

### **Placement and Content**

Ad placement within the newsletter is at the discretion of the Centre. Ads are accepted on a first come, first serve basis. Ad space is limited and the Centre cannot guarantee acceptance of an advertisement or its location.

### **Payment**

Organizations will receive an invoice after submitting the advertisement agreement form.

**Please make cheques payable to Charleswood Senior Centre Inc.**

Charleswood Senior Centre Inc.  
5006 Roblin Blvd. Winnipeg, MB R3R 0G7  
Tel: 204-897-5263 Fax: 204-953-6543  
[charleswoodsniorscentre.org](http://charleswoodsniorscentre.org)



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## Advertisement Agreement Form

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Options (all ads appear in colour):

\_\_\_ **Business Card** - one issue Cost: \$85.00 Size: 3.5' height x 2' width

\_\_\_ **Business Card** - full year Cost: \$400.00 Size 3.5' height x 2' width  
(Save \$110.00 by purchasing a full year)

\_\_\_ **¼ Page** - one issue Cost: \$135.00 Size: 2.5' height x 8' width

\_\_\_ **¼ Page** - full year Cost: \$600 Size 2.5' height x 8' width  
(Save \$210.00 by purchasing a full year)

\_\_\_ **½ Page** - one issue Cost: \$270 Size 5' height x 8' width

\_\_\_ **Digital Sign Ad**- one month Cost: \$250

\_\_\_ **Digital Sign Ad**- full year Cost: \$600

The Charleswood 55 Plus Active Living Centre reserves the right to reject any advertising proposal and to select advertisers based on criteria established by the Centre. This may include, but is not limited to; location of organization, content of advertisement, compatibility of products and services advertised with the Centre's. Display of an advertisement in the Centre's newsletter is not an endorsement by the Centre. The yearly rate must be paid in advance.

### Advertising Agreement

By signing this agreement, I confirm I will place an ad in the Centre's newsletter. I agree to all the requirements and restrictions regarding ad content and artwork and I am responsible for full payment of the advertisement.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### Return to:

Charleswood 55 Plus Active Living Centre  
5006 Roblin Blvd. Winnipeg MB R3R 0G7  
Attention: Camilla Waitt

**Thank you for your business**