



DIRECTORY OF SERVICES & SOCIAL ACTIVITIES FOR OLDER ADULTS

Advertising Package 2024-2025

Charity BN/Registration Number: 130735756-RR-0001

The Saskatoon Council on Aging is pleased to publish the *Directory of Services and Social Activities for Older Adults*.

Directory Facts:

- 120+ pages of resources, services and social activities for older adults in the Saskatoon area also information for families & caregivers
- A valued reference and resource for individuals, professionals, agencies, community groups and organizations. Updated yearly.
- Available on SCOA's website scoa.ca, and is linked as a resource on many other websites.
- The publication receives approximately 100 visits per month via SCOA's website



Directory of Services & Social Activities for Older Adults

2023 - 2024



Positive Aging for all in An Age-Friendly Community

Developed by the Saskatoon Council on Aging Inc. [SCOA]

Thank you for your consideration to support the Directory of Services

Submission Deadline: **July 15, 2024**

For inquiries contact:

Virginia
virginia@scoa.ca | 306.652.0149

Gold Advertisement: \$1,000

Recognition in the Directory publication

1. Full page advertisement (after the introduction section and before Table of Contents)
2. **300 words under listing details section [bullet points]**
3. Logo in lead position on back cover of Directory

Recognition on SCOA Website —1 year

Logo and hyperlink to advertiser website from Directory page

Gold Advertisement Ad Specs:

Full Page advertisement (After the Introduction Section and before the Table of contents)

Note: You may submit a full color ad for the online version – any printed copies will be in black andwhite.

Ad Specs – Trim Size: 8.5 inches in width x 11 inches in length

Live Area: 7.5" W x 10" H No Bleed

Logo in lead position on Thank you page [Back page of Directory – Gold Advertiser]

Ad File Specifications: Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.

Images (Logo) should be high-resolution. (300 dpi)

Submission Deadline: July 15, 2024
Please submit all artwork to virginia@scoa.ca

Silver Advertisement: \$500

Recognition in the Directory publication

1. Half page advertisement (after the Gold ads and before Table of Contents)
2. **175 words under listing details section [bullet points]**
2. Logo on back cover of Directory after Gold Advertiser logo

Recognition on SCOA Website—1 year

Acknowledgement on Directory page

Silver Advertisement Ad Specs:

Half Page advertisement (After the Gold Sponsor Ad page and before the Table of contents)

Note: You may submit a full color ad for the online version – any printed copies will be in black and white.

Ad Specs- Trim Area: 8.5" W x 5.50" H No Bleed

Logo on Thank you page [Back page of Directory – Silver Advertiser]

Ad File Specifications: Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.

Images (Logo) should be high-resolution. (300 dpi)

Submission Deadline: July 15, 2024
Please submit all artwork to virginia@scoa.ca

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Bronze Advertisement \$250

Recognition in the Directory publication

1. 1/4 page advertisement (after the Gold and Silver ads and before Table of Contents)
2. **125 words under listing details section [bullet points]**
2. Logo on back cover of Directory after Gold and Silver Advertiser logo

Recognition on SCOA Website—1 year

Acknowledgement on Directory page

Bronze Advertisement Ad Specs:

Quarter Page advertisement (After the Gold Sponsor Ad page and before the Table of contents)

Note: You may submit a full color ad for the online version – any printed copies will be in black and white.

Ad Specs - Trim Area: 4.25" W x 4.25" H No Bleed

Logo on Thank you page [Back page of Directory – Bronze Advertiser]

Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.

Submission Deadline: July 15, 2024
Please submit all artwork to virginia@scoa.ca

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