



CLSA ADVERTISING OPPORTUNITIES




Type of Advertising	Rates and Parameters
<p>Newsletter (circulation 1800)</p>	<p>Place an ad in our newsletter, distributed six times a year. Ads must be complete and within the measurements below. They can be submitted in colour and must be in .pdf or jpeg format. Submissions can be sent to marie@CentralLions.org by the specified deadline.</p> <p>Submission Deadlines</p> <p>Feb 2025 Submit by Jan 29. Delivery Feb 5.</p> <p>April 2025 Submit by March 25. Delivery by April 1.</p> <p>June 2025 Submit by May 27. Delivery by June 3.</p> <p>August 2025 Submit by July 29. Delivery by August 5.</p> <p>Oct 2025 Submit by Sept 30. Delivery by Oct 7.</p> <p>Dec 2025 Submit by Nov 25. Delivery by Dec 2.</p> <p>(Newsletter rates continued on the next page)</p> <p>Newsletter Sizes and Rates:</p> <p>Business Card (4" x 2.5 ") \$30 1/4 Page Ad (4" x 5.25") \$42 1/2 Page Ad (4" x 10.5" [vertical] or 8" x 5.2" [horizontal]) \$85 Full Page Ad (8" x 10.5") \$175</p> <p>The newsletter is distributed via email, regular mail, website & in-house pick-up. We currently have 3100 email subscribers and 1800 CLSA Members.</p>

	<p>**We offer a 20% discount when you purchase two or more ad placements.</p> <p>We also offer ad design services for a one-time fee, added to the ad rate. Additional charges apply for multiple ads.</p> <p>Newsletter Ad Design Rates:</p> <p>Business Card (4" x 2.5 ") \$25 1/4 Page Ad (4" x 5.25") \$30 1/2 Page Ad (4" x 10.5" [vertical] or 8" x 5.2" [horizontal]) \$35 Full Page Ad (8" x 10.5") \$40</p>
<p>Bulletin Board Ad</p>	<p>Ads are posted on two community bulletin boards around the facility. Ads must be no bigger than 8" x 11".</p> <p>Cost: \$40/month or \$400 for the whole year (a 17% discount)</p>
<p>Program Guide (1700 print, 3300 online)</p>	<p>Place an ad in our Program Guide, which is distributed three times a year via email, regular mail, website & in-house pick-up:</p> <p>Spring & Summer (May – Aug) Submit by Mar 21. Delivery April 4.</p> <p>Fall (Sept – Dec) Submit by July 25. Delivery Aug 1.</p> <p>Winter (Jan – Apr) Submit by November 14. Delivery Nov 28.</p> <p>Cost: Business Card (4" x 2.5 ") \$200 1/4 Page Ad (4" x 5.25") \$300 1/2 Page Ad (4" x 10.5" [vertical] or 8" x 5.2" [horizontal]) \$400 Full Page Ad (8" x 10.5") \$600</p> <p>Advertise in all three Program Guides and receive a 20% Discount.</p> <p>See our Program Guide Here</p>

<p>Cuppa Corner</p>	<p>Increase brand awareness and meet our members at our drop-in coffee event, Cuppa Corner! This event takes place once per month. Contact marie@CentralLions.org for available dates. We typically see between 50-80 people at these events, and in the past, some exhibitors have brought gifts and/or games that might draw in a crowd.</p> <p>Presentations are welcome, and topics are pre-approved by CLSA. Presentation must be educational and/or entertaining in nature and content.</p> <p>Cost: \$250 (covers food & display booth)</p>
<p>Sponsor an Event</p>	<p>Special events for 2025 may include:</p> <ul style="list-style-type: none"> ● Book Sale (March 20 - 22) ● Rummage and Book Sale (July 18-19) ● Craft and Book Sale (Nov 7-8) ● TLC Health and Wellness Fair & Tradeshow (May 1) ● Music Monday (May 5) ● Open House (August 22) ● National Day of Truth and Reconciliation Event (Sept 30) ● National Seniors Day Event (Oct 1) ● Holiday Gala & Volunteer Appreciation Event (Dec 11) <p>A detailed info package for each event will be available a few weeks before the event. The info pack will provide an ‘at-a-glance’ look at levels of sponsorship and the benefits of each sponsorship level.</p> <p>In return for sponsorship, you will gain brand visibility in our promotional materials leading up to the event, at the event, and after the event with up to 1700+ CLSA members, their families, and seniors in our area.</p> <p>Other options available:</p> <ul style="list-style-type: none"> ● Provide us with gift baskets, silent auction items, and door prizes for our event(s). ● Volunteers from your organization to help at our event(s).

<p>NEW! Sponsor our Newcomer Social</p>	<p>NEW! We are introducing a monthly social for newcomer members!</p> <p>Increase brand awareness and meet our new members at our drop-in coffee event, Newcomer Social! This event occurs monthly and allows new members to meet new people and spend time at CLSA outside of the programs they have signed up for.</p> <p>Cost: \$200 per event or \$2000 for the year (covers food, coffee & display booth)</p>
<p>NEW! Sponsor our Monthly Birthday BINGO</p>	<p>NEW! We are introducing a monthly birthday BINGO event!</p> <p>Increase brand awareness and meet our members at our monthly birthday BINGO event! This event occurs once a month and is our monthly birthday celebration for our members!</p> <p>Cost: \$200 per event or \$2000 for the year (covers food, coffee, & display booth)</p>
<p>Logo on CLSA Website</p>	<p>Place your logo on the CLSA website homepage, which receives an average of 5100+ visitors per season. www.CentralLions.org.</p> <p>Cost: \$150/Month</p>
<p>Email Advertisement</p>	<p>Place an ad in one of our weekly emails. Ads must be no bigger than 8" x 11". We currently have 3300 subscribers on our email list.</p> <p>Cost: \$50 Per Email OR \$160 for a month</p> <p>**We will offer a 20% discount if you advertise in 2 or more Email blasts.</p>

Legend

	<p>Print Options</p>
	<p>In-Person Options</p>
	<p>Digital Options</p>