

Unison Directory Advertisement Rates & Sizes

Colour Ads			
Ad Size	Description	Dimensions	Investment
Front Cover Sponsor	Front page banner with full page ad on first page	7" x 2.25"	\$5000
Back Outside Cover	N/A	7" x 9.46"	\$4,000
Inside Cover	Front or back available	7" x 9.46"	\$3,400
Full Centre Page	1 of 8 available	7" x 9.46"	\$3,000
Inside Page (Premium Location)	1 of 6 available	7" x 9.46"	\$2,700
Inside Page	Inside page	7" x 9.46"	\$2,500
1/2 Page (Centre)	Vertical or horizontal placement available	V: 3.42" x 9.46" H: 7" x 4.65"	\$2,000
1/2 Page	Vertical or horizontal placement available	V: 3.42" x 9.46" H: 7" x 4.65"	\$1,800
1/4 Page	Vertical or horizontal placement available	V: 3.42" x 4.65"	\$1,200

Black and White Ads		
Ad Size	Dimensions	Investment
1/2 Page	V: 3.42" x 9.46" H: 7" x 4.65"	\$1,400
1/4 Page	V: 3.42" x 4.65"	\$850
Business Card (In "services" section only)	V: 3.42" x 2.25"	\$500
1/4 Page Housing Listing*	V: 3.42" x 4.65"	\$250
Listing only	See Listing Sample for details	\$50

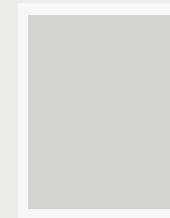
What You Need to Know

Unison Services & Housing Directory is an annual publication.

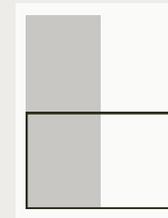
- Deadline for ads submissions is **October 16, 2024**
- Directory is printed in December and delivered early January.
- Ads/Image requirements:
 - High resolution (PDFs preferred and the necessity of using registration black).
 - No crop marks.
 - Need correct size.
- **10% off** for every additional ad of equal value.

**1/4 housing listings included at no cost with full page advertisement purchase.*

Display Ad Specs



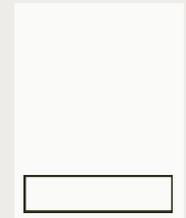
Full Page Ad
V: 7" x 9.46"



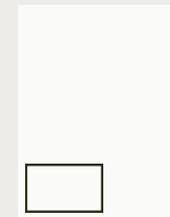
1/2 Page Ad
V: 3.42" x 9.46"
H: 7" x 4.65"



1/4 Page Ad
V: 3.42" x 4.65"



Front Cover Banner Ad
V: 7" x 2.25"



Business Card Ad
V: 3.42" x 2.25"



1/4 Page Ad Housing Listing
V: 3.42" x 4.65"

Listing Only Sample:

- Name
- 123-456-7890
- Address
- Website
- About (30 Word Count)

Thank You for Supporting Local Seniors in Need!

Impact

Unison News

- **32,500** Copies Printed Monthly
- Readership Estimated at over **50,000+** across Calgary, Medicine Hat and surrounding areas
- **96% Pick Up Rate**
- **Unison News** is mailed to **Unison Members**, it is also distributed **for free** at over **400 stands** and drop off points in southern Alberta. The stands are at Calgary Co-Op, Safeway, Sobeys Stores, **33 Light Rail Transport platforms**, and many other locations.

Senior Services & Housing Directory

- **45,000** Copies Printed Annually
- Readership Estimated at over **65,000+**
- Over **180,000** Visitors to our website Annually
- **Distributed** to: Doctor's offices, and other AHS facilities, Calgary Co-Op, Safeway, Sobeys Stores, Legions, Public Libraries, Seniors' Clubs, Senior Apartments and Housing complexes, and **over 200 stands** in Calgary and surrounding areas.



Over **4,500** Followers + Over **360,000** Reactions
@UnisonatKerbyCentre



864 Followers + **32,000** Impressions
@Unison-50-Plus



3,551 Followers + Over **183,000** Impressions
@Unison50Plus



535 Subscribers + Over **56,595** Views
@Unison50Plus



817 Followers + **16,762** Impressions
@Unison50Plus

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