



DIRECTORY OF SERVICES & SOCIAL ACTIVITIES

2018 SPONSORSHIP PACKAGE

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:

→ Over 100 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, Saskatchewan Seniors Mechanism's website and is linked as a resource on many other websites.

Please note: Due to funding cutbacks from the Saskatoon Health Region, 3000 copies of the directory will not be printed and distributed in the community. A limited number of hard copies will be printed and can be purchased at SCOA (2020 College Drive) for \$10 per copy.



Building a positive future for older adults

Customized packages available for your marketing needs.
We would appreciate if you can respond to our request for sponsorship by June 1, 2018

Thank you for your consideration of sponsorship for the Directory

For inquiries contact:

Virginia Dakinewich
T: 306-652-2255 F: 306-652-7525
virginia@scoa.ca

Gold Sponsor: \$1,000

Recognition in the Directory publication

1. Full page advertisement (after the introduction section and before Table of Contents)
2. Logo on back cover of Directory under Gold Sponsor
3. Listing in the publication under subject headings of your choice

Recognition on Websites—1 year

1. Sponsor logo and hyperlink to sponsor website on [Directory page](#)
2. Sponsor recognition on SCOA's [Sponsors](#) page

Silver Sponsor: \$500

Recognition in the Directory publication

1. Half page advertisement (after the Gold sponsor ad page and before Table of Contents)
2. Logo on back cover of Directory under Silver Sponsor
3. Listing in the publication under subject heading of your choice

Recognition on Websites—1 year

1. Sponsor acknowledgement and hyperlink to sponsor website on [Directory page](#)

Bronze Sponsor: \$250

Recognition in the Directory publication

1. Quarter page advertisement (after the Gold Sponsor Ad Page and Silver Sponsor ads and before Table of Contents)
2. Logo on back cover of Directory under Bronze Sponsor
3. Listing in the publication under subject heading of your choice

Recognition on Websites—1 year

1. Sponsor recognition on [Directory page](#)

Directory of Services & Social Activities for Older Adults

Ad Specs

Gold Sponsorship

Directory Publication:

- Full Page advertisement Black & White (After the Introduction Section and before the Table of contents)
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 on Back Cover of Directory entitled Gold Sponsor
Logo Dimensions: Height – 1.687”; Width – 4.437”

Ad File Specifications:

Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.
Images (Logo) must be high-resolution. (300 dpi)

Silver Sponsorship

Directory Publication:

- Half Page advertisement Black & White (After the Gold Sponsor Ad page and before the Table of contents)
Ad Specs- Trim Area: 8.5” W x 5.50” H
No Bleed
- Logo on Back Cover of Directory entitled Silver Sponsor
Logo Dimensions: Height – 0.788”; Width – 3.44”

Ad File Specifications:

Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.
Images (Logo) must be high-resolution.

Bronze Sponsorship

Directory Publication:

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

Ad Specs- Trim Area: 4.25” W x 5.50” H

No Bleed

- Logo on Back Cover of Directory entitled Bronze Sponsor

Logo Dimensions: Height – 0.5”; Width –2.28”

Preferred Format – PDF

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

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