



SWIRCA & More

SWIRCA & More empowers seniors and people with disabilities to remain living safely in their own homes by providing information and supportive services.

Reach local senior citizens, those living with disabilities, and caregivers while promoting your organization

through our

**Online Resource Guide
Activity Center Calendar
SWIRCA Online Newsletter**

Contact Rachel Lechner Rauch at
rlechner@swirca.org for more information.

SWIRCA.ORG

2025

ADVERTISEMENT OPPORTUNITIES

Formally established as an Area Agency on Aging in 1974, SWIRCA & More has evolved into a truly progressive organization providing innovative answers, comprehensive services, and caring support to address the needs of the most vulnerable in our communities. We help older adults, those living with disabilities, and caregivers navigate the complexities of accessing in-home and community-based services and long-term care.

Help us to continue to provide services to Southwestern Indiana by advertising with SWIRCA & More.

88¢ of every dollar donated to our organization goes back to our programs and clients. Your decision to support SWIRCA & More is not only a public expression of your commitment to the community, but also a solid marketing investment guaranteed to reach thousands of individuals (and potential customers) in Southwestern Indiana.

We hope you will consider investing in SWIRCA & More and the future of our community. For more information, please contact the Development Office at 812-492-7436 or RLechner@SWIRCA.org.

**Is your company also interested in
event sponsorships? Ask us about our
Events Sponsorship Packet!**

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Online Senior Resource Guide

Location: Senior Resource Guide of Southwest Indiana
(resources.swirca.org)

Traffic: ~12,500+

Page views: ~ 50,000+

This searchable online guide provides resources and services to older adults, professionals, and caregivers. The guide is user-friendly with an individual page for each provider. Gibson, Perry, Posey, Pike, Spencer, Vanderburgh, and Warrick counties are included in the guide. Users can search by county and/or category.

As part of the sustainability plan to continue operating and updating the Senior Resource Guide, there are a number of advertising spaces available in various sizes and places on the website. The various ads, Button, Banner, and Detail are explained below. **Companies should submit camera-ready artwork.** Design services are available at an additional cost. Contracts are available for 1, 3, 6, and 12-month terms and there is an increased discount for ongoing commitment. Ads begin on the first of each month.

Ads can be placed on the About Us, PDF Guide, How To, Contact, and Categories pages.

	BUTTON AD 125 X 125 pixels	BANNER AD 728 X 90 pixels	DETAIL AD 585 X 142 pixels
1 Month	\$30	\$55	\$75
3 Months	\$90	\$150	\$210
6 Months	\$150	\$270	\$390
12 Months	\$240	\$480	\$720

Button Ad

(1.73" x 1.73")

Example (size modified):



Banner Ad

(1.25" x 10.1")

Example (size modified):



Detail Ad

The Detail Ad is our most popular ad as it is placed on all provider pages (over 900 pages). It is a rectangle ad (8.1" x 1.9") that is placed in the middle of each provider page.

Example (size modified):



Activity Center Calendar

Location: Calendars are distributed via email, posted on our website at SWIRCA.org, on our Facebook account, and physical copies are located in SWIRCA's Activity Center

Traffic:

Emailed Copies: 700+ | Printed Copies: 500+

Audience Profile: Adults 50+

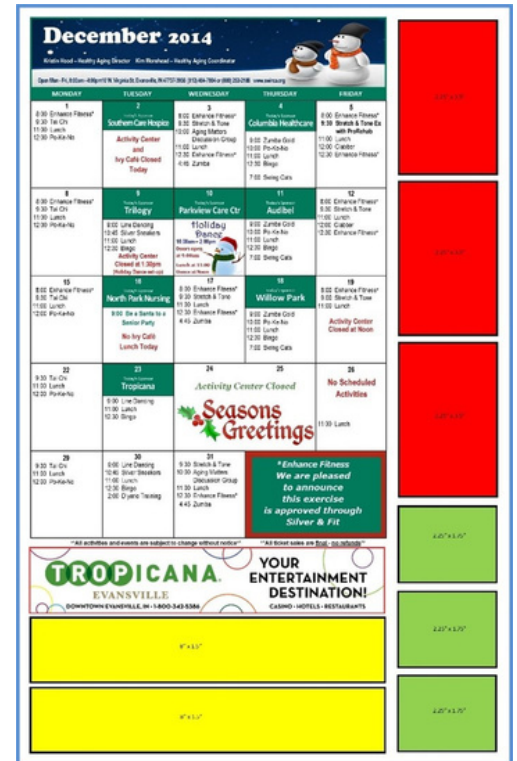
We offer three different advertisement sizes- 8" x 1.5" (yellow), 2.5" x 3.5" (red) and 2.5" x 1.75" (green). To allow for advertisers, our calendar is an 11" x 17" sheet of paper.

Monthly calendars are printed by the end of the preceding month.

We need the final ad by the 25th of the preceding month.

Over 1,200 copies are distributed each month.

****Please note: only 2 ad updates/changes are allowed per year for annual ad commitments.**



	2.25" X 1.75" Small (Green)	2.25" X 3.5" Medium (Red)	8" X 1.5" Large (Yellow)
1 Month	\$35	\$55	\$75
3 Months	\$90	\$150	\$210
6 Months	\$150	\$270	\$390
12 Months	\$240	\$480	\$720

Activity Center Calendar

(Example Calendar)

Front

Back

October 2023 SWIRCA Activity Center Calendar
 Open Mon - Fri, 8:00am - 5:00pm
 16 W. Virginia St. Evansville, IN 47710 (812) 464-7800 or (800) 253-2128 www.swirca.org

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Maestros Care of Newburgh	3 MyTrueAdvantage	4 Enlive of Evansville	5 Old National Bank	6 Melrose
8:30 Drums Alive (Dave) 9:30 Tai Chi 11:00 Cards & Games 11:30 Lunch 1:00 Intro to Exercise 3:00 Chair Yoga	9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	8:30 30-Minute Tone Up 9:30 Stretch & Tone 10:00 Aging Matters 11:00 Cards & Games 11:30 Lunch	9:30 Chair Yoga 11:00 Cards & Games 11:30 Lunch 1:30 Intro to Exercise 3:00 Bingo	9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo
9 Columbus Day SWIRCA & More Closed	10 Walnut Creek	11 AARP	12 The Retreat at Leisure Living	13
8:30 Drums Alive (Dave) 9:30 Tai Chi 11:00 Cards & Games 11:30 Lunch 1:45 Intro to Exercise 3:00 Chair Yoga	9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	8:30 30-Minute Tone Up 9:30 Stretch & Tone 11:00 Cards & Games 11:30 Lunch 1:00 Drums Alive (Eva)	9:30 Chair Yoga 11:00 Cards & Games 11:30 Lunch 1:00 Bob Ross Workshop 1:30 Intro to Exercise	9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo Sponsored by Humana
16 SolarBion	17 Oak Street Health	18 Oasis Dementia Care	19 Silver Birch	20 Melrose
8:30 Drums Alive (Dave) 9:30 Tai Chi 11:00 Cards & Games 11:30 Lunch 1:45 Intro to Exercise 3:00 Chair Yoga	9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	8:30 30-Minute Tone Up 9:30 Stretch & Tone 11:00 Cards & Games 11:30 Lunch 1:00 Medicare Program 1:30 Intro to Exercise	9:30 Chair Yoga 11:00 Cards & Games 11:30 Lunch 1:00 Medicare Program 1:30 Intro to Exercise	9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo Sponsored by Majestic Care
23 Humana	24 Windham of Evansville	25 River Bend	26 Heritage Woods of Newburgh	27
8:30 Drums Alive (Dave) 9:30 Tai Chi 11:00 Cards & Games 11:30 Lunch 1:00 Intro to Exercise 3:00 Chair Yoga	9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	8:30 30-Minute Tone Up 9:30 Stretch & Tone 11:00 Cards & Games 11:30 Lunch 1:00 Drums Alive (Eva)	9:30 Chair Yoga 11:00 Cards & Games 11:30 Lunch 1:00 Movie Day: Sleepy Hollow 1:30 Intro to Exercise	9:30 Exercise with Eva 11:30 Lunch 5:00pm Purse bingo
30 MyTrueAdvantage	31 Newburgh Healthcare	SWIRCA Radio Broadcast Have your favorite SWIRCA members participate in our monthly recording session and receive a certificate of appreciation. Call 812-464-7800 for more information.		

All activities and events are subject to change without notice

SOLARBION
Senior Living
812-985-9955
www.solarbion.com

The King and I
The King and I
The King and I
The King and I

Oasis
Dementia Care
Call to schedule your tour today!
812-303-3310

The Gardens at Oasis

River Bend
River Bend
River Bend
River Bend

SWIRCA & More Activity Center

Veterans Celebration
 on Friday, November 3 in the SWIRCA Activity Center
 RSVP by Tuesday, October 25th ★ 9:00 am - Vendor Fair ★ 10:00 am - Program ★ 11:30 am-Lunch
 FREE To All Veterans & One Guest, \$8.00 for Additional Guests, Call 812-464-7800
 Sponsored by
 Celebration Villas, Liberty Federal Credit Union, Park Terrace Village, The Retreat at Leisure Living, Trilogy Health Services, and United Healthcare

Log Inn Dinner & Bingo with Prizes
 Thursday, November 9th at 5:00 pm
 All Tickets \$15.00 (Limited seating)
 Tickets on sale SWIRCA Tues, Oct 3 - Tues, Nov 7
 All Tickets \$15.00
 at SWIRCA & More Activity Center, 16 W Virginia St Evansville, IN
 Menu: Log Inn's Famous Fried Chicken, Mashed Potatoes & Gravy, Green Beans, Cole Slaw, Dinner Roll, and Tea/Coffee/Lemonade
 ~ You must provide your own transportation to the Log Inn ~
 Sponsored by Newburgh Healthcare

TOURCY
 For more information Call 812-781-0201
 Book by Nov 14 & save \$200 per person
 With Optional 3 night Taormina Pre Tour Extension

SWIRCA & MORE HALLOWEEN
 FRIDAY OCTOBER 27
 \$30 RESERVE PRICE
 \$190 PER PERSON
 LIMITED SEATING
 BOOKS OPEN AT 5:00 PM
 BOOKS CLOSE AT 5:00 PM
 FIRST TICKETS SOLD IN THE SWIRCA LOBBY
 (CASH OR CHECK ONLY)
 NO DRINKS AT SWIRCA AND/PROPS BONUS
 DANCE CASH FOR 1000 DANCE, BEST WINE, HALF-PAT.
 HAZEL, BERRY PUNCH AND SPECIALS
 *CASHIER @ 8:00PM MUST BE 18 YEARS OR OLDER TO PLAY

SHIP
 GETTING READY FOR MEDICARE'S OPEN ENROLLMENT PERIOD
 • Learn what changes can be made during Medicare's Open Enrollment Period.
 • Understand how to review your plans for next year, where to find plan information, and how to get assistance.
 • Know what Medicare mail materials you need to keep, toss, or shred.
 Join us at SWIRCA's Activity Center on October 26th at 1:00 PM

Bob Ross Painting Workshop
 INSTRUCTED BY JUDY BREUNING
 Oct 26th 1:00 PM in the SWIRCA Activity Center
 Sign up to Paint Limited Enrollments Available All are Welcome to Watch and Learn!

**** Please note: The front side of the calendar will be utilized first for paid ads. When the front side is full, the back side will be used. It is possible that your ad may be pushed to the back of the calendar at some point. We will do our best to keep paid ads on the front side as often as we can. We do not offer a discount for months in which the paid ad appears on the back of the calendar.

Online Newsletter

Location: Email distribution and SWIRCA website

Traffic: Emailed and Printed Copies: 1100+

Audience Profile: Adults 50+

Advertise for your business in SWIRCA's monthly online newsletter! We offer three different advertisement options. Please see below for options and pricing. Monthly newsletters are emailed on the 1st of every month. **We need camera-ready, high resolution art by the 15th of the preceding month.** Over 1,000 copies are distributed each month. The Newsletter is emailed out, placed on the SWIRCA website at SWIRCA.org, and printed copies are mailed to those who request it.



Large Ad – This ad will be located in the main body of the newsletter.

- 6"W X 2"H

Image or logo

- Company link



Online Newsletter

Medium Ad – This ad will be located in the main body of the newsletter.

- 2.25"W X 3.5"H

Company link

- Shared space with another advertiser

**Online
Newsletter Ad
Medium Ad
2.25"W X 3.5"H**

Small Ad – This ad will be located at the bottom of the newsletter

- 2.25"W X 1.75"H

Logo

- Company link
- Shared space with additional advertisers

**Online Newsletter Ad
Small Ad
2.25"W X 1.75"H**

	SMALL AD 2.25"W X 1.75"H	MEDIUM AD 2.25"W X 3.5"H	LARGE AD 6"W X 2"H
1 Month	\$35	\$55	\$75
3 Months	\$90	\$150	\$210
6 Months	\$150	\$270	\$390
12 Months	\$240	\$480	\$720

_____ Check is enclosed

(Please make checks payable to SWIRCA & More)

_____ Send Invoice

Business Name:

Contact Name:

Address:

City, State, Zip:

Email Address:

Signature:

**Please email form to Rachel Lechner Rauch at
RLechner@SWIRCA.org.**

**This form is available online at swirca.org/advertise-with-us and
can be requested via email from Rachel at the email above.**