ADVERTISEMENT OPPORTUNITIES

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
Electronic Billboard
Lobby Informational Screen

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

SWIRCA.ORG

2027

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 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")

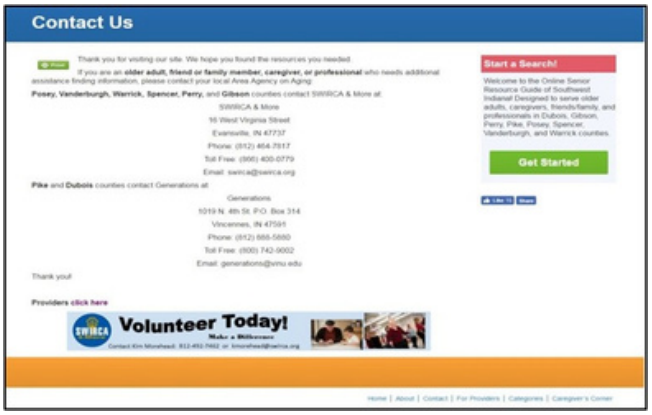
Example (size modified):





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 4

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 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. Email the completed ad to RLechner@SWIRCA.com in PNG or JPEG file format.

Over 1,200 copies are distributed each month.



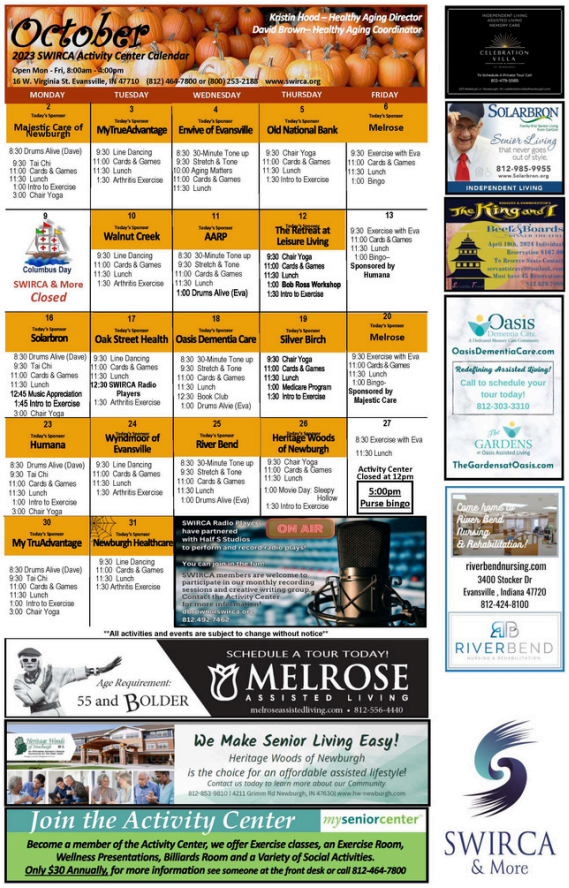
**Please note: only 2 ad updates/changes are allowed per year for annual ad commitments.

	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 5

(Example Calendar)

Front



Back



****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 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 25th of the preceding month.** Over 1,000 copies are distributed each month. The Newsletter is emailed out and placed on the SWIRCA website at SWIRCA.org.

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

- 6"W X 2"H

Image or logo

- Company link

Email ads to RLechner@SWIRCA.org by the 25th of the previous month.



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



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



Email ads to RLechner@SWIRCA.org by the 25th of the previous month.

	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

Electronic Billboard

Location: SWIRCA Office- 16 W. Virginia St. Evansville, IN 47710
SWIRCA & More offers advertisement opportunities on our electronic billboard located outside on Virginia Street. This board displays text and images in full color. Virginia Street is the connecting road between North Main Street and Deaconess Hospital located on Mary Street.

Suggested ads could include contact information, logo, slogans, special offers, etc.

Ad Size: 256 pixels W X 128 pixels H
File format: PNG or JPEG

Email ads to RLechner@SWIRCA.org by the 25th of the previous month.

ONE ADVERTISEMENT	
1 Month	$55
3 Months	$150
6 Months	$270
12 Months	$480

SWIRCA Lobby Informational Screen

Location: SWIRCA Main lobby - 16 W. Virginia St. Evansville, IN 47710
SWIRCA & More offers advertisement opportunities on our informational screen located in the lobby of our newly renovated building.
Our seniors and all guests who enter through our main lobby will see this screen. They must pass through this lobby to get to the Activity Center, restrooms, our exercise room, billiards room, and our new restaurant, Oma's Cafe.
This screen displays your ad in full color.
Suggested ads could include contact information, logo, slogans, special offers, etc.

Ad Size: 3840 pixels W X 2160 pixels H

File format: PNG or JPEG

Email ads to RLechner@SWIRCA.org by the 25th of the previous month.

ONE ADVERTISEMENT	
1 Month	$55
3 Months	$150
6 Months	$270
12 Months	$480

Commitment Form

Online Resource Guide

Button Ad 125 X 125 pixels (1.73" x 1.73")

___ 1 Month- $35
___ 3 Months- $90
___ 6 Months- $150
___ 12 Months- $240

Banner Ad 728W X 90H pixels (10.1"W X 1.25"H)

___ 1 Month- $55
___ 3 Months- $150
___ 6 Months- $270
___ 12 Months- $480

Detail Ad 585W X 142H pixels (8.1"W x 1.9"H)

___ 1 Month- $75
___ 3 Months- $210
___ 6 Months- $390
___ 12 Months- $720

Activity Center Calendar - Limited Availability

Small Ad 2.25W" x 1.75"H (Green)

___ 1 Month- $35
___ 3 Months- $90
___ 6 Months- $150
___ 12 Months- $240

Medium Ad 2.25"W x 3.5"H (Red)

___ 1 Month- $55
___ 3 Months- $150
___ 6 Months- $270
___ 12 Months- $480

Large Ad 8"W x 1.5"H (Yellow)

___ 1 Month- $75
___ 3 Months- $210
___ 6 Months- $390
___ 12 Months- $720

Online Newsletter Ads

Small Ad 2.25"W X 1.75"H

___ 1 Month- $35
___ 3 Months- $90
___ 6 Months- $150
___ 12 Months- $240

Medium Ad 2.25"W X 3.5"H

___ 1 Month- $55
___ 3 Months- $150
___ 6 Months- $270
___ 12 Months- $480

Large Ad 6"W X 2"H

___ 1 Month- $75
___ 3 Months- $210
___ 6 Months- $390
___ 12 Months- $720

Electronic Billboard
One Slide
256 pixels W X 128 pixels H

___ 1 Month- $55
___ 3 Months- $150
___ 6 Months- $270
___ 12 Months- $480

Lobby Informational Screen
One Slide
3840 pixels W X 2160 pixels H

___ 1 Month- $55
___ 3 Months- $150
___ 6 Months- $270
___ 12 Months- $480

Please complete the 2-page PDF Commitment Form and email to RLechner@SWIRCA.org.

_____ 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 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.