

# SWIRCA & More

A member of the connect Alliance.

## 2018 Advertising Opportunities



A member of the  INconnect Alliance.

Southwestern Indiana Regional Council on Aging (SWIRCA & More) is a not-for-profit, 501(c)(3), public service organization that focuses its efforts on empowering individuals of all ages to remain living safely in their homes by providing information and services. SWIRCA & More is Indiana’s 16<sup>th</sup> Area Agency on Aging. The counties we cover include Spencer, Posey, Perry, Warrick, Gibson, and Vanderburgh. Please remember your generous contributions and support for our events and programs are 100% tax deductible.

Since 1974, SWIRCA & More has dedicated itself to helping individuals maintain their independence in the face of disabilities and aging. Over the decades, our services and the scope of those we reach have grown tremendously.

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 [ldaab@swirca.org](mailto:ldaab@swirca.org).

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

## Table of Contents

Online Resource Guide .....	3-4
Electronic Billboard .....	5
Activity Center Calendar .....	6
Media Package- Pick 5 .....	7
Commitment Form.....	8

# Online Senior Resource Guide Website Ads

**Location:** Senior Resource Guide of Southwest Indiana ([resources.swirca.org](http://resources.swirca.org))

**Traffic:**

Sessions (January 15, 2014- July 15, 2015) – 11,855+

Page views (January 15, 2014- July 15, 2015) – 48,400+

**Audience Profile:** Approximately 37% of users are searching for resources for themselves (with 61% being over 60 years of age), 42% of users are looking for resources for family or friends, and 22% of users are looking for resources for clients or patients.



The Senior Resource Guide of Southwest Indiana was created by SWIRCA & More and the University of Southern Indiana, with funding from the Centers for Disease Control and Prevention. 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. Dubois, 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 and fifteenth of each month.

Advertising Levels	Button Ad	Banner Ad	Detail Ad
	125 x 125 pixels	728 x 90 pixels	585 x 142 pixels
<b>1 Month</b>	<b>\$30</b>	<b>\$55</b>	<b>\$75</b>
<b>3 Months</b>	<b>\$90</b> (\$15 savings)	<b>\$150</b> (\$15 savings)	<b>\$210</b> (\$15 savings)
<b>6 Months</b>	<b>\$150</b> (\$60 savings)	<b>\$270</b> (\$60 savings)	<b>\$390</b> (\$60 savings)
<b>12 Months</b>	<b>\$240</b> (\$180 savings)	<b>\$480</b> (\$180 savings)	<b>\$720</b> (\$180 savings)

## Button Ad

The Button Ad is a small square ad (1.73" x 1.73") that is featured at the top of information pages. Two ads are featured on one page. Ads cannot be placed on specific pages. These pages include: About, About Us, PDF Guide, How To, Contact, and Categories. See an example here- <http://resources.swirca.org/en/about>.



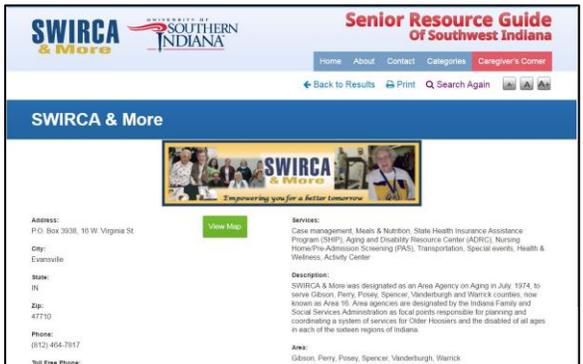
## Banner Ad

The Banner Ad is a long rectangle ad (1.25" x 10.1") that is featured at the bottom of information pages. This ad extends the length of the page. Ads cannot be placed on specific pages. These pages include: About, About Us, PDF Guide, How To, Contact, and Categories. See an example here- <http://resources.swirca.org/en/contact-us/>.



## 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. Ads cannot be placed on specific provider pages. See an example here- <http://resources.swirca.org/en/individual-agency/?resource=18>



## Examples:



# Volunteer Today!

Make a Difference

Contact Kim Morehead: 812-492-7462 or [kmorehead@swirca.org](mailto:kmorehead@swirca.org)



# Electronic Billboard Ads

**Location:** SWIRCA Office- 16 W. Virginia St. Evansville, IN 47710

SWIRCA & More has decided to start offering advertisement opportunities on our electronic billboard located outside our building on Virginia St. This Galaxy Daktronics message board is 48 x 112 inches, two faced and displays in full color. Virginia Street is the connecting road between North Main Street and Deaconess Hospital located on Mary St.

The suggested ad would be a logo and no more than two lines of text. Slides last 6 seconds and will be displayed every minute and a half.



Advertising Levels	Electronic Billboard
	One advertisement
1 Month	\$55
3 Months	\$150 (\$15 savings)
6 Months	\$270 (\$60 savings)
12 Months	\$480 (\$180 savings)

## Examples



# Activity Center Calendar Ads

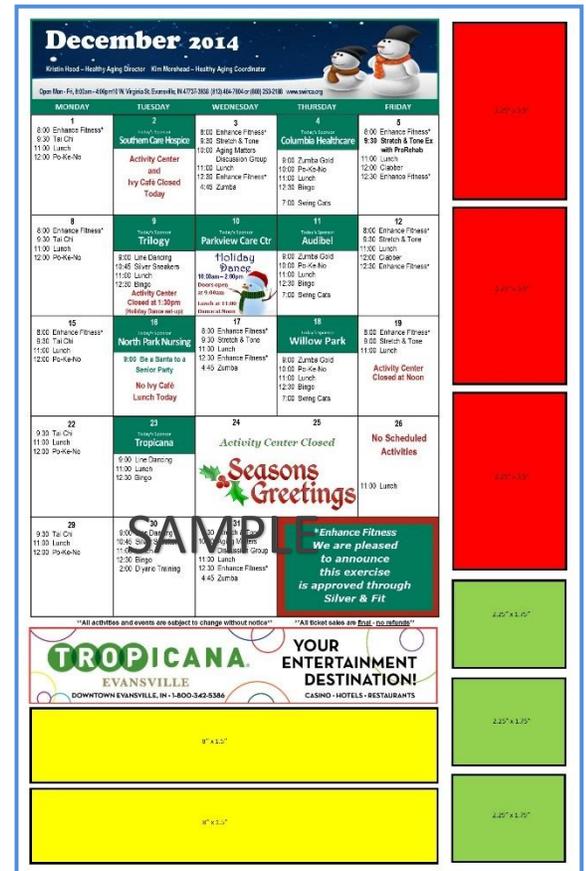
**Location:** Email distribution and physical copies located in SWIRCA's Activity Center

**Traffic:**  
 Emailed Copies: 700+  
 Printed Copies: 500+

**Audience Profile:** Adults 50+

SWIRCA will be selling advertisements in our monthly Activity Center Calendar. We will be offering 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 new advertisers, we are increasing our calendar to a 11 x 17 sheet of paper.

Monthly calendars are printed by the 15<sup>th</sup> of the preceding month. We will need camera ready art by the 10<sup>th</sup> of the preceding month. Over 1,200 copies are distributed each month. The calendar is emailed out, placed on the SWIRCA website and Facebook page and printed copies are available in the Activity Center.



Advertising Levels	2.25" x 1.75" (Green)	2.25" x 3.5" (Red)	8" x 1.5" (Yellow)
1 Month	\$35	\$55	\$75
3 Months	\$90 (\$15 savings)	\$150 (\$15 savings)	\$210 (\$15 savings)
6 Months	\$150 (\$60 savings)	\$270 (\$60 savings)	\$390 (\$60 savings)
12 Months	\$240 (\$180 savings)	\$480 (\$180 savings)	\$720 (\$180 savings)

# Media Package- Pick 5

This package will allow you to reach your target audience while simultaneously showing your company's commitment to the community through either radio, television, or print channels. It is SWIRCA's goal to keep seniors and people with disabilities independent and we are looking for additional ways to spread awareness about our many services. As we are a nonprofit and our funds are limited, we are looking for community partners to help us spread our message to local seniors, their adult children, and healthcare providers.

SWIRCA & More has teamed up with ICR Advertising and Productions to create a \$2,500 Pick 5 media package. For a one-time investment of only \$2,500, your company will be able to choose five of the options below to co-advertise our companies. This template is just a starting point- additional stations may be added, a single option can be chosen five times, or more opportunities can be added. We will be able to customize a package to best suite your company's needs. The benefits of partnering with SWIRCA & More include:

- **Free production.** Through our partnership with ICR Advertising and Productions, there will be no cost for production of the ads. This means you'll be spreading your dollar further as you'll only pay for advertisement spots.
- **Free press releases.** SWIRCA & More wants to share the news of our great community partners. We will create and share with you a press release expressing our partnership and your company's generosity. Additional press releases regarding services or other topics can be agreed on as well.
- **Tax Deduction.** As your company will be purchasing the advertisements for SWIRCA & More, your entire media package (\$2,500) will be tax deductible. SWIRCA will provide a tax receipt for your company.
- **Free Live Appearances.** As another avenue to spread awareness about our community partnership, SWIRCA will be able to schedule appearance on local television shows such as WEHT Lifestyles, WFIE Take a Stand, and WEVV Community Coalition. You would also receive a spot on SWIRCA & More's WEVV Senior Living Segment on Tuesday mornings. All of these live appearances would be accompanied by a SWIRCA representative.

<b>\$2,500 Media Package- Pick 5</b>				
<b>Ad Size/ Spot Length</b>	<b>Company</b>	<b>Format</b>	<b>Demographics</b>	<b>Spots Per Month</b>
<b>RADIO</b>				
30 Seconds	99.5 FM WKDQ	Country	Adults 25-65	20
30 Seconds	105.3 FM WJLT	Adult Contemporary	Adults 30+	50
30 Seconds	1280 AM WGBF	News/ Talk	Adults 40+	33
30 Seconds	104.1 FM WIKY	Adult Contemporary	Women 30+	20
<b>TELEVISION</b>				
15 Seconds	WEVV- CBS 44	M-F 6 AM-5 PM	Adults 25+	35
15 Seconds	WEHT- ABC 25	M-F 5 AM- 7 AM M-F 7AM- 6:30 PM	Adults 25+	10 15
15 Seconds	WFIE- NBC 14	M-F 5 AM- 12 PM M-F 12 PM- 5 PM	Adults 35+	10 13
15 Seconds	Viamedia Cable	Fox News, ESPN, USA M-Sun Primetime		45
<b>PRINT</b>				
1/2 Page	Evansville Business Journal	Monthly Publication	Adults 30+	1
2 x 10	Evansville Courier & Press- Xtra	Weekly on Tuesdays	Adults 35+	4
2 x 4	Evansville Courier & Press	Sunday Edition	Adults 55+	1
2/3 Page	Maturity Journal	Monthly Publication	Adults 55+	1
1/6 Page	Evansville Living Magazine	Bi-Monthly Publication	Women 25+	1
1/6 Page	Evansville Business Magazine	Bi-Monthly Publication	Adults 30+	1

# Advertising Commitment Form

## Online Resource Guide

### 1. Button Ad

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

### 2. Banner Ad

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

### 3. Detail Ad

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

## Activity Center Calendar

### 1. 2.25" x 1.75" (Green)- 3 Available Per Month

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

### 2. 2.25" x 3.5" (Red)- 3 Available Per Month

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

### 3. 8" x 1.5" (Yellow)- 3 Available Per Month

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

## Electronic Billboard

### One Slide

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

## Media Pick 5

Please contact me in regards to the Media Pick 5. I am interested in:

(Check all that apply)

- Radio
- Television
- Print

---

Check is enclosed

Send Invoice

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_

This form is also available online at [www.swirca.org/advertisements](http://www.swirca.org/advertisements)