



SWIRCA
& More

2024

ADVERTISING OPPORTUNITIES

**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**

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

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

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!

TABLE OF CONTENTS

Online Resource Guide	2-3
Activity Center Calendar	4-5
SWIRCA Online Newsletter	6-7
Commitment Form	8-9

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. 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 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")

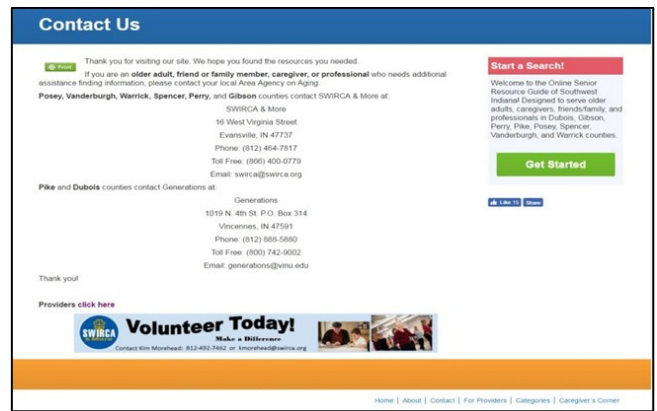
Example (size modified):



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+

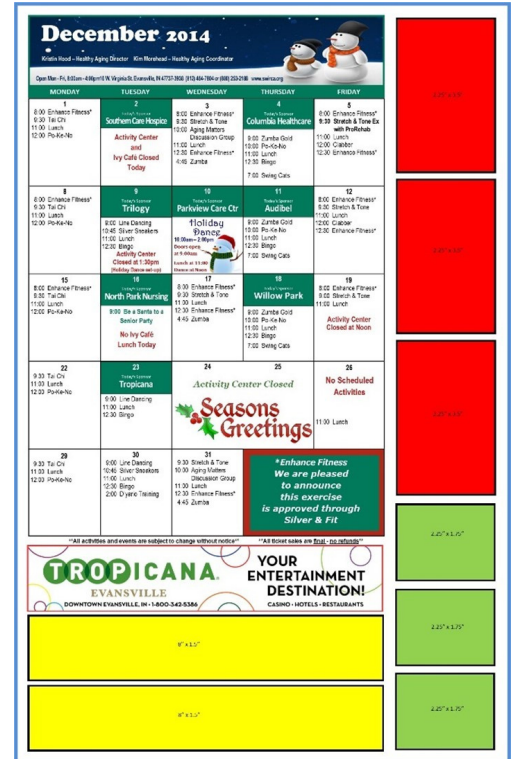
We offer three different advertisement sizes- 8" x 1.5" (yellow), 2.5" x 3.5" (red) and 2.5" x 1.75" (green). To allow for advertisers, our calendar is an 11" x 17" sheet of paper.

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"	2.25" X 3.5"	8" X 1.5"
	Small (Green)	Medium (Red)	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 - 3:00pm
16 W. Virginia St, Evansville, IN 47710 (812) 464-7800 or (800) 253-2388
www.swirca.org

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Today's Sponsor: Majestic Care of Newburgh 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	3 Today's Sponsor: MyTrueAdvantage 9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	4 Today's Sponsor: Enlive of Evansville 8:30 30 Minute Tone up 9:30 Stretch & Tone 10:00 Aging Matters 11:00 Cards & Games 11:30 Lunch	5 Today's Sponsor: Old National Bank 9:30 Chair Yoga 11:00 Cards & Games 11:30 Lunch 1:30 Intro to Exercise	6 Today's Sponsor: Melrose 9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo
8 Today's Sponsor: Columbus Day SWIRCA & More Closed	10 Today's Sponsor: Walnut Creek 9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	11 Today's Sponsor: AARP 8:30 30 Minute Tone up 9:30 Stretch & Tone 11:00 Cards & Games 11:30 Lunch 1:00 Drums Alive (Eva)	12 Today's Sponsor: The Retreat at Leisure Living 9:30 Chair Yoga 11:00 Cards & Games 11:20 Lunch 1:00 Bob Ross Workshop 1:30 Intro to Exercise	13 Today's Sponsor: Melrose 9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo
16 Today's Sponsor: SolarBonn 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	17 Today's Sponsor: Oak Street Health 9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	18 Today's Sponsor: Oasis Dementia Care 8:30 30 Minute Tone up 9:30 Stretch & Tone 11:00 Cards & Games 11:30 Lunch 1:00 Drums Alive (Eva)	19 Today's Sponsor: Silver Birch 9:30 Chair Yoga 11:00 Cards & Games 11:20 Lunch 1:00 Medicare Program 1:30 Intro to Exercise	20 Today's Sponsor: Melrose 9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo
23 Today's Sponsor: Humana 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	24 Today's Sponsor: Windhoor of Evansville 9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	25 Today's Sponsor: River Bend 8:30 30 Minute Tone up 9:30 Stretch & Tone 11:00 Cards & Games 11:30 Lunch 1:00 Drums Alive (Eva)	26 Today's Sponsor: Heritage Woods of Newburgh 9:30 Chair Yoga 11:00 Cards & Games 11:30 Lunch 1:00 Movie Day: Sleepy Hollow 1:30 Intro to Exercise	27 Today's Sponsor: Melrose 9:30 Exercise with Eva 11:00 Cards & Games 11:30 Lunch 1:00 Bingo
30 Today's Sponsor: My True Advantage 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	31 Today's Sponsor: Newburgh Healthcare 9:30 Line Dancing 11:00 Cards & Games 11:30 Lunch 1:30 Artistic Exercise	SWIRCA Radio ON AIR Have your favorite music playing with SWIRCA Radio on 91.1 FM. *Special: SWIRCA members are welcome to participate in our monthly recording session and create their own SWIRCA group. Contact The Activity Center at 812-464-7800 or email: info@swirca.org		

All activities and events are subject to change without notice

CELEBRATION VILLAS
 Retirement Community
 812-464-7800

SOLARBON
 Solar Energy Solutions
 812-985-9955

The King and I
 Dinner & Entertainment
 812-303-3310

Oasis
 Dementia Care
 812-303-3310

The Gardens
 Retirement Community
 812-424-8100

Case Homecare
 Home Care Services
 812-424-8100

RIVERBEND
 Retirement Community
 812-424-8100

SWIRCA & More Activity Center

SWIRCA & More 2023 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
 Reflections of Italy with Collette May 13-22, 2024
 New England Rails and Sails with Mayflower Cruises and Tours Sept 28-Oct 6, 2024
 Free air fare when booked by Sept 30, 2023

SWIRCA & MORE HALLOWEEN
FRIDAY OCTOBER 27
 5:00-8:00 PM
 \$30 PER PERSON
 \$190 PER TABLE
RESERVED SEATING
BINGO AND COSTUME CONTEST
LIMITED SEATING
 Hours open at 5:00 PM
 Dinner begins at 5:30 PM
 First tickets come at the SWIRCA Lobby
 (Cash or check only)
 NO DRINKS AT SWIRCA/HOUSE BINGO
 BINGO CASH FOR 1000 TICKETS, BEST WINE, BALLY-PEP, PHOTOS, BEST PRIZES AND SPECIALS
 *RESERV MUST BE 18 YEARS OR OLDER TO PLAY

SHIP
 Navigating Medicare
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.
 The State Health Insurance Assistance Program (SHIP) is a free and impartial counseling program for people with Medicare. SHIP is provided by the Administration for Community Living and the Indiana Department of Insurance.
 Join us at SWIRCA's Activity Center on **October 31st at 1:00 PM**

Bob Ross Painting Workshop
 Instructed by **JUDY BREUNG**
 Oct 27th 1:00 PM in the SWIRCA Activity Center
 Sponsored by The Art Council of Evansville, IN
 Sign up to Paint Limited Seats Available! All are Welcome to Watch and Learn!

SCHEDULE A TOUR TODAY!
MELROSE ASSISTED LIVING
 Age Requirement: 55 and **BOLDER**
 melroseassistedliving.com • 812-556-4140

We Make Senior Living Easy!
 Heritage Woods of Newburgh
 is the choice for an affordable assisted lifestyle!
 Contact us today to learn more about our Community.
 812-883-8810 | 4221 Grimm Rd Newburgh, IN 47630 www.hwn-newburgh.com

Join the Activity Center myseniocenter
 Become a member of the Activity Center, we offer Exercise classes, an Exercise Room, Wellness Presentations, Billiards Room and a Variety of Social Activities.
 Only \$30 Annually, for more information see someone at the front desk or call 812-464-7800

SWIRCA & More

**** 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

AC Calendar/Online
Newsletter Ad
Medium - 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

AC Calendar/Online
Newsletter Ad
Small - 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

Commitment Form

Online Resource Guide

Button Ad

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

Banner Ad

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

Detail Ad

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

Activity Center Calendar -

Limited Availability

Small Ad 2.25" x 1.75" (Green)

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

Medium Ad 2.25" x 3.5" (Red)

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

Large Ad 8" x 1.5" (Yellow)

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

Online Newsletter Ads

Small Ad

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

Medium Ad

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

Large Ad

- ___ 1 Month- \$75
- ___ 3 Months- \$210
- ___ 6 Months- \$390
- ___ 12 Months- \$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.**