

Senior Services of Central Illinois

ADVERTISING/SPONSORSHIP INFORMATION

Advertising/Sponsorship Policies: Senior Services of Central Illinois may accept a limited number of paid advertisements for products or services that are relevant to the field of seniors and may be of interest to those we serve within the community. Advertising would include “price information, or other indications of savings or value associated with a product or service”. The income from published advertisements is intended to help defray some of the cost of producing publications, maintaining our Web site and programs. Acceptance of advertisements is entirely within the discretion of the Executive Director and/or the SSCI Executive Committee. Factors considered in accepting advertising include, but are not limited to, limited space availability, the relevance of products or services and the consistency of the advertisements with the ethical opinions or policies of the organization. Acceptance of advertising in Senior Services of Central Illinois publications or on our Web site does not necessarily imply approval or endorsement of products or services advertised. Sponsorships to Senior Services of Central Illinois are acknowledged with the business name and/or log.

Audience: Senior Services of Central Illinois (SSCI) is a not-for-profit organization that has been offering a wide variety of non-medical services for individuals 50 years of age and older in Sangamon, Logan, Mason and Menard counties for over 50 years. SSCI specializes in quality of life services, providing solutions to everyday problems so that seniors can continue to live independently, in their own homes, for as long as possible.

Publication: **On the Go...The newsletter for people 50 and better** is the official publication of Senior Services of Central Illinois (SSCI) and is published 6 times a year (January, March, May, July, September, November)

Print Ads: Please contact Tessa French for more information regarding advertising and/or sponsorship opportunities in our bi-monthly newsletter.

Web Site: www.centrallseniors.org is the official Website of the SSCI.

Web Site Ads/Sponsorships: Position & Rates*

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| • Banner ad (top of SSCI home page) | \$1500 annually/\$375 quarter |
| • Tile Ads (left side of page of SSCI home page) | \$200 per quarter |
| • Sponsor Ads (across bottom of SSCI home page) | \$150 per quarter |

Web Ads/Sponsorships: Production Requirements

- Banner ads – 900 pixels x 150 pixels
- Tile ads (left side of page) – no more than 214 pixels wide (214 x 115 pixels in height)*
Note: Tile ads may not be visible on smartphones, small tablets and other devices. Website conforms to display on small devices.)
- Text limitations – logo (excludes SSCI member link ads), web address, business name & phone number
- ad copy format: .pdf or .jpg (.doc/.pub also acceptable)

Payment

- Checks payable to: Senior Services of Central Illinois
- Pre-payment required for first year, advertiser will be billed for subsequent years, unless other arrangements are made. Advertisement year begins the month the ad is placed on web site.
- All advertising accounts with SSCI must remain current in order to continue advertising

Please note: All advertisements/sponsorships must be approved through the Communications Director at 217-528-4035 (work) or email: t.french@ssoci.org.