

Advertising Guidelines

Submissions

Placement and acceptance of advertisements are on a first-come basis at the discretion of the Bernard Betel Centre.

Format of Submissions

Advertisements must be submitted electronically as a high resolution file.

Payment

Please make cheques payable to "Bernard Betel Centre". We also accept Visa and Mastercard.

Deadline for Submission

Summer 2017 edition: **April 5, 2017**

Fall 2017 edition: **July 12, 2017**

Winter 2018 edition: **October 11, 2017**

Spring 2018 edition: **January 10, 2018**

Please note: While every effort will be made to accommodate all advertising requests, production and space specifications do restrict the number of advertisements that we are able to include in our publication.

The Monitor



www.facebook.com/betelcentre

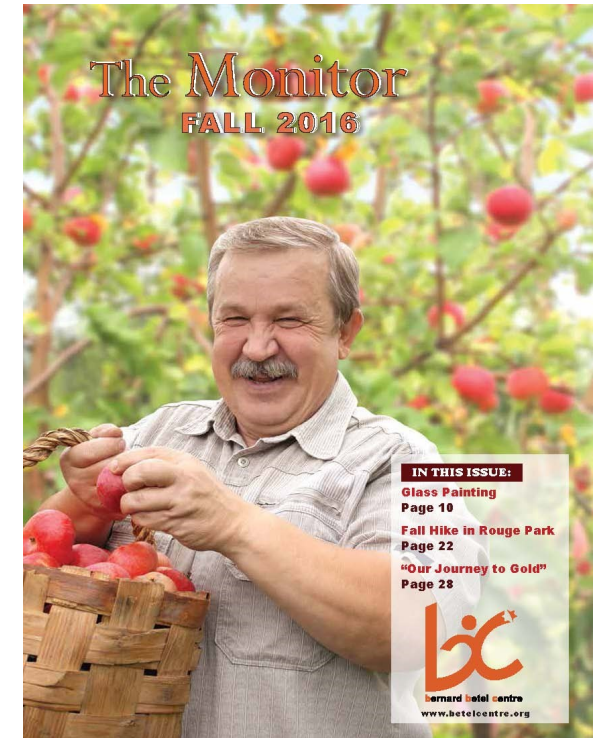
www.twitter.com/betelcentre

We gratefully acknowledge financial support for the various programs at Bernard Betel Centre from:



Charitable number 11921 5697 RR0001

Advertising Package



Bernard Betel Centre
1003 Steeles Avenue West
Toronto, Ontario M2R 3T6
www.betelcentre.org

Bernard Betel Centre

The Bernard Betel Centre is committed to empowering seniors to lead active, creative and healthy lifestyles in a Jewish environment. The Betel Centre is a vibrant, growing, active centre, offering more than 120 programs each week to older adults in the community. Over 2,300 members, and many more non-members, participate year round in our special events, courses, volunteer opportunities and myriad other offerings.

Creative Living is Better Living!

Why Advertise?

- 3,000 quarterly editions printed
- Over 5,000 individuals reached
- Distributed to local community centres, libraries, businesses and not-for-profit charitable organizations.
- Our readers anticipate the arrival of our attractive and informative publication
- Each edition has program listings for three to four months

Advertising Rates

Choose from a variety of advertisement options.

Quarter page colour

3¼" wide x 4" tall

Cost: 3 months	\$ 150.00
6 months	\$ 275.00
12 months	\$ 500.00
24 months	\$ 950.00

Half page colour

6½" wide x 4" tall

Cost: 3 months	\$ 250.00
6 months	\$ 450.00
12 months	\$ 840.00
24 months	\$ 1,600.00

Full page colour

7" wide x 9" tall

Cost: 3 months	\$ 500.00
6 months	\$ 950.00
12 months	\$ 1,800.00
24 months	\$ 3,300.00

Please note: Ad sizes must be submitted as shown above. Content and clarity of ads are the responsibility of the advertiser. Please ensure accuracy prior to submission. Slight adjustments to ad sizes may be necessary due to the limitations of the printing process.

Information

Name of company/organization:

Name of contact person:

Address:

Telephone number:

Email address:

Size of advertisement requested:

Please indicate the size of advertisement you wish to purchase and email or fax the completed form along with your artwork. **Email to:** katieg@betelcentre.org or Fax 416-225-2097 Attn. Katie Giles. Invoices will be mailed to the address indicated above. For further information, please call 416-225-2112, ext. 126.

Contact information will be used for program registration, payment, and aggregate statistical reporting. This information will also be used for the promotion of programs or activities so that we can provide the advertiser with better customer service. Questions about the collection of information may be directed to the Executive Director, Gail Gould, at 416-225-2112, ext. 129, or 1003 Steeles Ave. W., Toronto, Ontario M2R 3T6