

Bernard Betel Centre Advertising Package: *Connect!*

About the Bernard Betel Centre

The Bernard Betel Centre is committed to providing exemplary and multilingual educational, cultural and wellness programs in a safe and supportive environment to encourage healthy, active and creative living for individuals 55+. Serving thousands of seniors annually, the Bernard Betel Centre offers in-person and online educational and recreational programs, fitness, health promotion, clinics, volunteer opportunities, special events, cultural celebrations, and community support services, including Kosher Meals on Wheels, friendly visiting, at-home respite, crisis intervention, and service navigation.

Why Advertise?

- ▶ 2,000 quarterly booklets printed for each edition: Spring, Summer, Fall, Winter.
- ▶ Over 3,500 individuals reached with printed and online copies.
- ▶ Distributed throughout the North Toronto and South York Region community.
- ▶ Our readers anticipate the arrival of our attractive and informative publication.
- ▶ Each edition has program listings for three to four months.

Advertising Rates

Business card

3½" wide x 2" tall

1 edition: \$115.00
2 editions: \$205.00
4 editions: \$350.00
8 editions: \$585.00

Quarter page

3½" wide x 4½" tall

1 edition: \$175.00
2 editions: \$320.00
4 editions: \$575.00
8 editions: \$1,100.00

Half page

7½" wide x 4½" tall

1 edition: \$290.00
2 editions: \$525.00
4 editions: \$980.00
8 editions: \$1,870.00

Full page

7½" wide x 9½" tall

1 edition: \$600.00
2 editions: \$1,100.00
4 editions: \$2,100.00
8 editions: \$3,850.00

For inside and outside back cover requests, price increases 25%.

Advertising Guidelines

Deadlines for Submission

Spring 2024 edition: **February 1, 2024** Summer 2024 edition: **May 1, 2024**
Fall 2024 edition: **August 1, 2024** Winter 2025 edition: **November 1, 2024**

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.

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.



Bernard Betel Centre

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