

Advertising Opportunities

Want to get your brand and message out to a seniors' audience? We can help!

Consider advertising with the Oshawa Senior Community Centres 55+. We offer many options for advertising and sponsorship that may be the right opportunity for you to connect with older adults in Oshawa and the surrounding community.



Activity Guide Advertising:

- A high-demand product containing all of OSCC55+'s program/service information for the upcoming activity session – required in order to register for courses, etc.
- Your ad is included within the Activity Guide advertisement section in the print & online PDF for the duration of the activity session
- Ads appear in black & white (print) and full colour (online).
- All guide advertisers will be listed on the 'Current Advertisers' web page for the duration of the season.

Online Guide	Release Date	Artwork Due
Winter 2025	December 2024	November 2024
Spring/ Summer 2025	March 2025	February 2025
Fall 2025	August 2025	July 2025

Important to Note:

- When advertising for seniors, we recommend minimal design and larger fonts that are easier to read.
- There is a \$100 administration fee for advertisements that are not camera-ready.
- Above costs are pretax, HST will be added to the final cost.
- We accept camera-ready jpeg or pdf.
- Submit to: info@oscc.ca

Ad Type	Ad Size	Current Advertiser Listing	Price
1/4 Page	4.25 x 5.5	✓	\$500
1/2 Page	8.5 x 5.5	✓	\$650
Full Page	8.5 x 11	✓	\$1050

NEW!

**Half page Ad in colour:
(Back inside cover)**

\$850

*2 Spaces Available

Direct Web Advertising

Why not advertise on one or more pages of www.oscc.ca and provide a direct link from us to you?

Direct Web Advertising includes:

3" x 3" clickable advertisement on a select number of available web pages. You provide the URL (can be changes at any time).

Minimal competition allows your message to get noticed.



Ad Type	Size	Current Advertiser Listing	Price 1 Web Location	Price 2 Web Locations
Linked URL Required	3 x 3	✓	\$175 per month	\$275 per month

Listing of web pages - contact for availability

Adult Day Program
Activity Guide
Connect Online
Courses
Courses & Activities

Food Services
Health Care & Community Resources
Membership
Online Programs

Outdoor Activities
Recreation
Register for a Program
Special Events

Support Services
Tours & Information
Transportation Services

Activity Session Bundles

Combine your Activity Guide Print Ad with Direct Web Advertising to maximize your brand exposure!

Print Ad Type	Print Ad Size	Direct Web Ad Type	Direct Web Ad Size	Current Advertiser Listing	Total Price (1 direct web location)	Total Price (2 direct web locations)
1/4 Page	4.5 x 5.5	Linked URL Required	3 x 3	✓	\$875	\$1000
1/2 Page	8.5 x 5.5	Linked URL Required	3 x 3	✓	\$975	\$1075
Full Page	8.5 x 11	Linked URL Required	3 x 3	✓	\$1350	\$1450

Combine Activity Guide Advertising with Direct Web Advertising for even more reach at a reduced cost! Cost above reflects ad placement for the duration of the activity session - approximately 3.5 months, including your listing on the Current Advertisers' page.

Wall Space Advertising at the OSCC55+ John Street Branch

We are pleased to offer organizations the opportunity to purchase advertising space at the 43 John Street West Branch on an annual contract basis. A select number of opportunities are available on a first come, first served basis. Promote your brand to OSCC 55+ members all year long!

Facility Patrons

- 72,000+ visits annually; an average of 6000 attendances at the facility each week
- 100% are 55+ years of age, empty nesters, retired or approaching retirement

Additional Amenities

- Home to an Adult Day Program
- Large cafeteria serving breakfast and lunch daily
- Various meeting rooms used for recreation and leisure programming
- Rooms available for rent for community groups.

Costs range from
\$800 - \$4,000
for a 1 year contract.

Contact us for more
information or
to **TOUR** today!



With an audience of over 3000 followers, our posts feature entertaining videos, program and fitness demonstrations plus useful links to help keep seniors engaged and active.

Sponsorship Opportunities

Looking for the next level in promoting your brand?
Sponsorship Opportunities provide unique ways to show your support
for the seniors at OSCC55+:

Social Media Sponsored Posts

 @oscc55plus

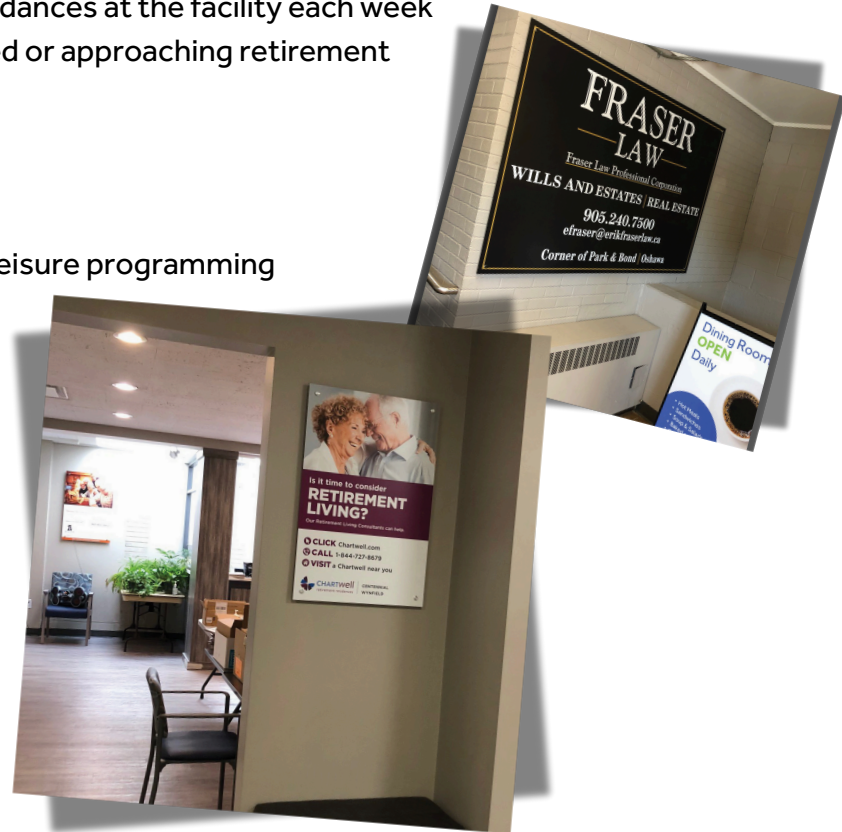
 @oscc55plus

Sponsored Social Media Package includes:

Two posts included on the OSCC55+ Facebook page within a one-week period.

Exclusive opportunity per week

Total Cost = \$100



Sponsorship Opportunities

Special Event Sponsorship

The OSCC55+ hosts special events for our members as an opportunity to meet new people and have FUN! These themed events include activities, food and entertainment, along with the opportunity to celebrate special occasions with friends. ***Cancellations of Special Event sponsorships may be subject to \$50 administration fee.**

Special Event Package includes:

Opportunity to be in attendance at the event to meet and greet with attendees.
Company display at the event (table supplied by OSCC55+)
Opportunity to hand out Company branded materials to attendees.
Staff announcement at the Special Event
"Today's event is sponsored by Company X"

Exclusive opportunity

Total Cost = \$225 per event

Please note: OSCC55+ cannot guarantee attendances of special events or seminars.
If an event is cancelled by OSCC55+ alternative arrangements will be offered.

**Special Events
available for
sponsorship are
announced seasonally at
oscc.ca/sponsorship**

Be in the know!
Contact us to register for our
Partner Communication



Seminars

Many organizations are interested in providing seminars to our members.

We do provide this opportunity, under the following guidelines:

Slide deck provided in advance for approval.
Presentation must be information based, not solicitation.
Opportunities are subject to availability.

\$225 per Seminar

***Seminars are subject to a \$100 booking fee,
refundable if not approved by OSCC55+.
Cancellation of seminars are subject to \$100 administration fee.**

Contact the Community Relations team for more info:

info@oscc.ca

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