

# ADVERTISING

# OPPORTUNITIES

# Live Well Showcase

A TRADE SHOW FOR ACTIVE AGING

As a Vendor of the Live Well Showcase you have the opportunity to purchase any of the following exclusive options:

\*this is a one time offer, only available to Vendors and will be filled on a first come first served basis

## 1. Looking for continued exposure?



**4 full color business-card size ads**  
in the LSCO Times Newspaper for June, July, August & September editions

## 2. Looking to make an impact?



**2 full color double size ads**  
in the LSCO Times Newspaper any 2024 editions FOLLOWING the show

## 3. Looking for diverse exposure?



**Digital promotion**  
on the LSCO's Facebook/Instagram page with an individual post and in the LSCO's email newsletter

**Featured listing**  
in the show's program and on the LSCO website (see below)



## Bonus

**All advertisers will receive their advertisement**

In show's program, in black & white

In the show's pullout, printed in the May edition of the LSCO Times AND emailed to our 2500+ email list

**For no additional charge!**

**\$350 VALUE**

**ONLY \$197!**

## Details

- Printed copies of the Live Well Showcase program will be distributed at the show itself.
- Every month the LSCO Times prints and distributes 4500 copies across Lethbridge, Coaldale, Coalhurst
- Featured listings & social media posts include:
  - logo, website, booth highlights/ company description, contact information, different color background
- If you would like your ad created, it will be an additional \$50. You will receive a copy of your ad to keep and reuse.
- You are responsible for providing a print ready ad to the LSCO by April 1, 2023.

EMAIL COMPLETED FORMS TO

Hannah Dupuis at [hdupuis@lethseniors.com](mailto:hdupuis@lethseniors.com)  
403.320.2222 ext. 302

LETHBRIDGE SENIOR CITIZENS ORGANIZATION

500 11th Street South  
Lethbridge AB T1J4G7

# ADVERTISING PURCHASE FORM

**Live Well**  
*Showcase*  
A TRADE SHOW FOR ACTIVE AGING

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Organization Booth

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Contact Email

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Phone Address

**I would like to purchase the following option(s) for \$197 each**

**Option 1: 4 Color Business Card ads and B&W Program Ad**

- Ad Dimensions: Horizontal 3.25"w x 2.33"h
- Running June, July, August, September

**Option 2: 2 Color Double Size Ads and B&W Program Ad**

- Ad Dimensions: Vertical 3.25" x 5"
- Please choose 2 months for your ads to run  
 June  July  Aug  Sept  Oct  Nov  Dec

**Option 3: Featured Listing and Social Media Promotion**

- Please email the following information to [hdupuis@lethseniors.com](mailto:hdupuis@lethseniors.com)
  - logo, website, social media links, booth highlights/company description, contact information,

**I agree to send the required info and/or print ready advertisements to  
[hdupuis@lethseniors.com](mailto:hdupuis@lethseniors.com) by April 1, 2024**

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Signature



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