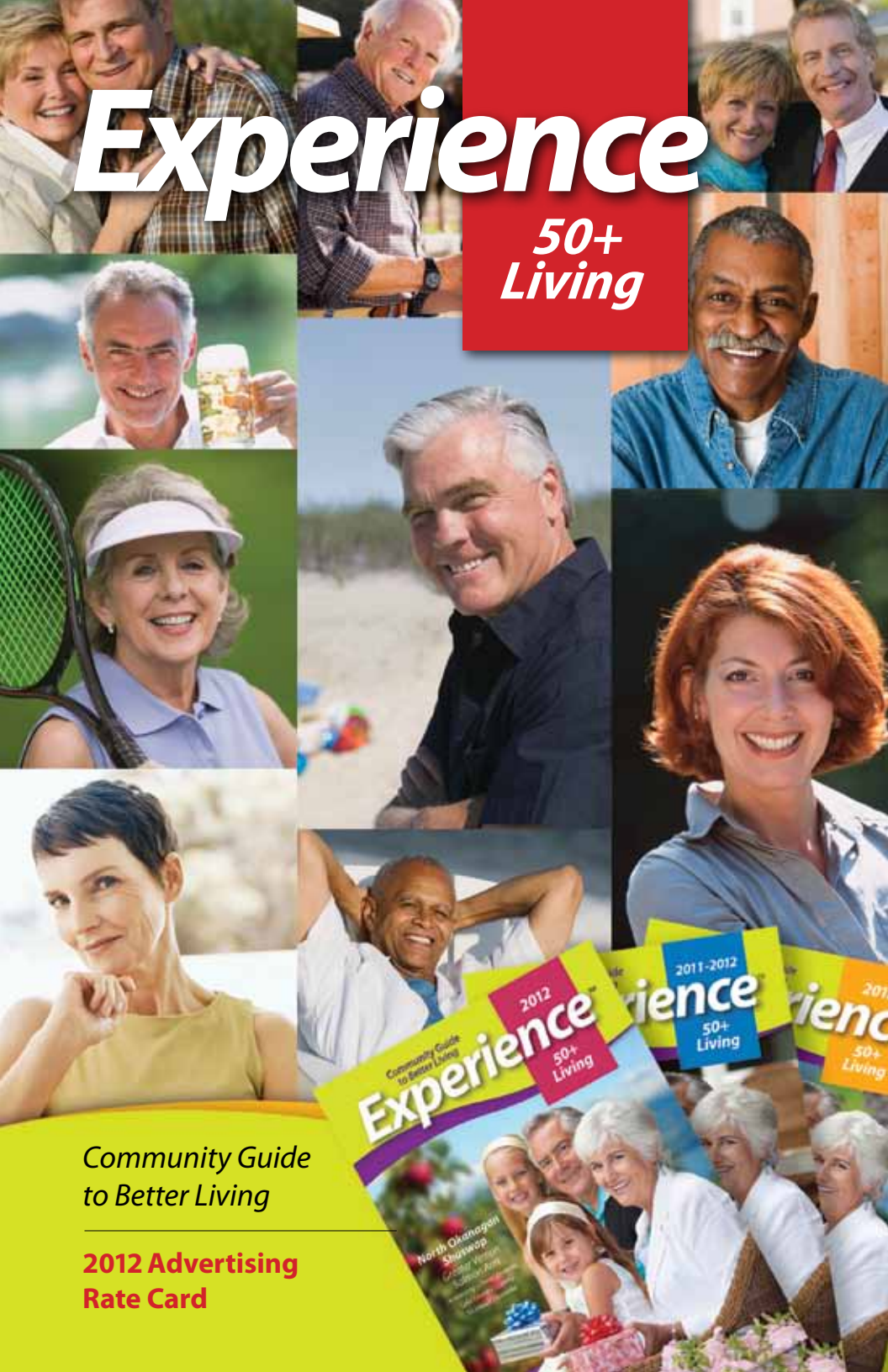


Experience

50+
Living



Community Guide
to Better Living

2012 Advertising
Rate Card

Experience™ ... Your Community Guide to Better Living

How Experience reaches your market



Experience™ is published annually in each of our Communities and provides the most current, detailed information sources in the areas of:

- *Housing*
- *Professional*
- *Government*
- *Leisure & Travel*
- *Health*
- *Resources*

In addition, we feature organizations and individuals that have made a difference in each community as well as information that is helpful to our readers.

Experience™ is designed for ease of use with easy to find listings and an easy to read format.

Experience™ is highly visible, easy to access, and readily available at over 250 area distribution locations.

Experience™ is fully supported on it's web site www.experiencegroup.ca

Experience™ is fully supported by its advertisers who appreciate their customers and work hard to provide the products and services that contribute to the betterment of their lives.

Distribution – We are very meticulous in our distribution and you will find **Experience™** throughout your community at:

- *Senior Centres*
- *Community Centres*
- *Pharmacies*
- *Doctors' offices*
- *Hospitals*
- *Participating Retailers*

If you have any suggestions for distribution please let us know:

robert@experiencegroup.ca

2012 Advertising Rates



AD SIZE	DIMENSIONS	PRICE (Plus GST)
Banner	5.25" x 2"	\$329
1/2 Page	5.25" x 4"	\$595
Full Page		\$895
<i>Full Bleed</i>	6.25" x 9" (6.5" x 9.25")*	
<i>No Bleed</i>	5.25" x 8"	
Centre 2 Page Spread		\$1,995
<i>Full Bleed</i>	12.25" x 9" (12.75" x 9.25")*	
<i>No Bleed</i>	11.5" x 8"	
1/S Cover		\$1,350
<i>Full Bleed</i>	6.25" x 9" (6.5" x 9.25")*	
<i>No Bleed</i>	5.25" x 8"	
O/S Cover		\$1,695
<i>Full Bleed</i>	6.25" x 9" (6.5" x 9.25")*	
<i>No Bleed</i>	5.25" x 8"	

* With bleed

Web Rates

Introductory rates for all ad sizes at \$25 per month.

Print ads will appear in the publication posted on our Website in searchable PDF format. The listings from each (all) publications and Web advertising will form part of our searchable database and will be linked to subject or category look ups.

Ad Design

Ads will be designed and completed to a second proof for all ad sizes for \$95.

Logos or other images need to be supplied with a minimum 300 dpi resolution in EPS, TIFF or JPEG format. Web images and images in Word processor files cannot be used for typesetting. Files can be supplied by e-mail, on CD, or via Loading Dock online file transfer service. Be sure to provide your contact information, as well as the **Experience™** publication(s) involved.

Print-Ready Materials

Print-ready materials can be supplied in digital format as follows:

1. PDF (Adobe Acrobat) files created from professional layout programs.
2. Adobe InDesign, Illustrator. Be sure to include all screen and printer fonts in addition to any image files that are to be used.
3. Accepted file formats are: *.ai, .psd, .eps, .jpeg, .tif*.

Ad Design by **bBold!** www.bbould.com



EXPERIENCE COMMUNITIES

Central Okanagan

Kelowna, Lake Country,
Peachland, West Kelowna



North Okanagan Shuswap

Greater Vernon, Salmon Arm,
Armstrong, Chase, Cherryville,
Enderby, Falkland, Lake Country,
Lumby, Sicamous, Sorrento



South Okanagan Similkameen

Penticton, Keremeos, Okanagan
Falls, Oliver, Osoyoos, Princeton,
Summerland



Our Distribution Locations:

- All Advertisers
- City Hall
- Community Centres
- Doctors' offices
- Health Authorities
- Housing facilities
- Hospitals
- Information Centres
- Libraries
- Recreation facilities
- Seniors Resource Centres
- Service BC
- Service Canada
- Volunteer agencies
- Welcome Wagon (to all 45+ newcomers)
- Community Resource agencies

What they are saying...

"They (Experience 50+ Living Magazines) have been leaving our offices very quickly, people enjoy them because they provide great information that is easy to read and is community oriented. We are very pleased with the outcome of placing ads in Experience Community Guide (for Better Living). Thank you!"

Nicole Swetlishoff, South Okanagan Seniors Wellness Society

"The Experience 50+ Living publication is a great resource guide used by staff at the Penticton Public Library."

Larry R. Little, Chief Librarian, Penticton Public Library

"This is to let you know how much we appreciate your 'Experience' publication. Those of us who have lived in the Okanagan for some time really can use a booklet like this. It gives us a chance to see what's available for Seniors in the Okanagan. However, I think the real value is for those who have recently moved here or maybe thinking of moving here. This 'Heads-up' to life in the Okanagan/Similkameen is really of interest to those folks. There is a great deal of 'I didn't know that', not only for those new to the Okanagan, but for those of us who have been here for some time. Thank you for publishing a truly useful tool for the residents of the Okanagan/Similkameen."

Peter Morrow, Meals on Wheels Coordinator, Oliver, BC

R. Robert Herring

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