

Community Guide
to Better Living

Experience™

50+
Living

Advertising Rate Card



- Central Okanagan
- North Okanagan
Shuswap

- South Okanagan
Similkameen
- Thompson Nicola

Experience™ 50+ Living

Your Community Guide to Better Living

How Experience™ reaches your market



Experience™ publishes four distinct, annual editions in the Thompson Okanagan region. See page four for information on each edition. Ad deadlines subject to change.

The Directory component of each edition is updated annually and provides the most current, detailed information in the areas of:

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

In addition, each edition contains up to two dozen feature articles submitted by local organizations and businesses. All submissions must meet the requirement of 'Community Guide for Better Living'. Article submission guidelines available upon request.

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

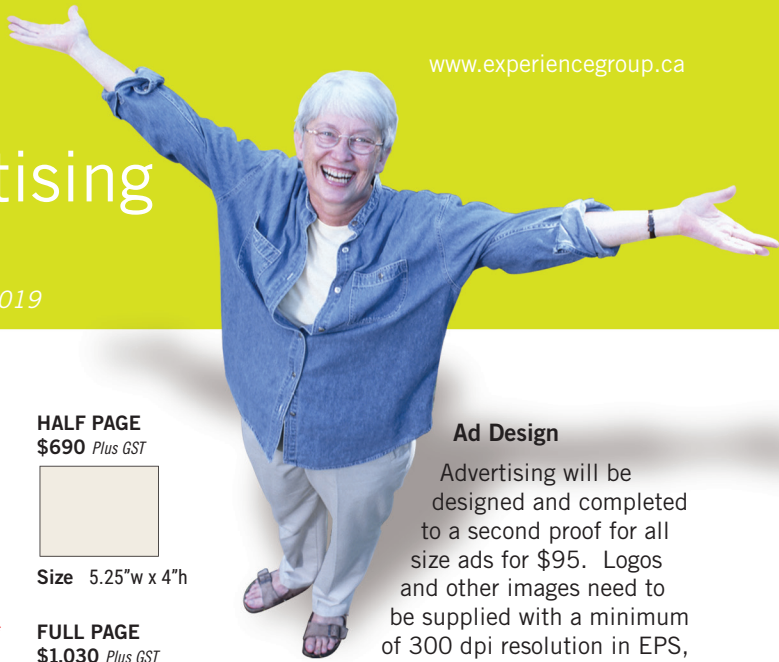
Experience™ is highly visible in the communities we serve. Our wide-ranging distribution network makes it readily available at up to 300 distribution locations – for each edition.

Experience™ is fully supported on its website www.experiencegroup.ca. Distribution locations are provided, and 'Articles of Interest' are reproduced, for each edition.

Suggestions for content and distribution locations are welcomed – robert@experiencegroup.ca

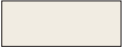
Advertising Rates

Effective April 2019



BANNER

\$385 Plus GST



Size 5.25" w x 2" h

HALF PAGE

\$690 Plus GST



Size 5.25" w x 4" h

FULL PAGE BLEED*

\$1,030 Plus GST



Trim 6.25" w x 9" h

Bleed 6.5" w x 9.25" h

(**Live Area**** 5.5" w x 8.25" h)

FULL PAGE

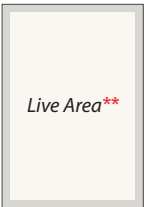
\$1,030 Plus GST



Size 5.25" w x 8" h

I/S COVER*

\$1,495 Plus GST



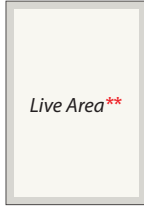
Trim 6.25" w x 9" h

Bleed 6.5" w x 9.25" h

(**Live Area**** 5.5" w x 8.25" h)

O/S COVER*

\$1,875 Plus GST



Trim 6.25" w x 9" h

Bleed 6.5" w x 9.25" h

(**Live Area**** 5.5" w x 8.25" h)

* Please supply bleed ad with bleed (6.5" w x 9.25" h). We are unable to accept full page bleed ads with a thin border on bleed ad as the printer can not hold it during the folding and trimming process.

** Please keep all text, logo, important images within the live area of the ad (5.5" w x 8.25" h).

Ad Design

Advertising will be designed and completed to a second proof for all size ads for \$95. Logos and other images need to be supplied with a minimum of 300 dpi resolution in EPS, TIFF, JPEG or PDF format.

Web images and images in Word processor files cannot be used for typesetting.

Print-Ready Materials

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

1. PDF 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

Web Support

Print ads are available in our online publications in searchable PDF format. The directory listings for each edition will form part of our searchable database.

Ad Design by Sid Cho
experienceguide@gmail.com

EXPERIENCE COMMUNITIES

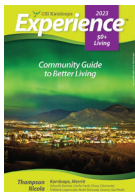


South Okanagan Similkameen

Penticton

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

Ad deadline: February 25th



Thompson Nicola

(in cooperation with The Kamloops Centre
for Services and Information)

Kamloops, Merritt

Ashcroft, Barriere, Cache Creek,
Chase, Clearwater, Falkland, Lillooet,
Logan Lake, North Shuswap, Sun Peaks

Ad deadline: May 25th



North Okanagan Shuswap

Greater Vernon & Salmon Arm

Armstrong, Chase, Cherryville, Enderby,
Falkland, Lake Country, Lumby,
Revelstoke, Sicamous, Sorrento

Ad deadline: August 25th



Central Okanagan

Kelowna, West Kelowna

Lake Country, Peachland

Ad deadline: October 31st



Our Distribution Locations:

- 50+ Centres
- Advertisers
- Blenz Coffee
- City Hall, Town Offices
- Community Centres
- Community Resource Agencies
- Community Y's
- Doctors' Offices (selected)
- Dental Offices (selected)
- Friendship Centres
- Housing facilities
- Hospitals
- IHA facilities (most all)
- Information Centres
- Royal Canadian Legions
- Libraries
- MLA offices
- Member of Parliament offices
- Medical Centres
- Museums
- Pharmacies (advertisers)
- Pharmasave (most all)
- Recreation Centres
- Retirement Residences
- Shoppers Drug Mart (most all)
- Seniors Centres
- Seniors Resource Centres
- Service Canada
- Urgent & Primary Care Centres
- Volunteer agencies
- Walk-In Clinics
- Wellness Centres

See Experience Home Page experiencegroup.ca
for each 'community' edition for a list of current
distribution locations.

What they are saying...

"As a new residential community we were looking for a targeted way to reach our audience. Experience 50+ Living has proven to be a great resource to tell our story and share our services. This handy book is used by our prospective clients, our residents and their families as a fabulous resource for key contacts, while also providing us a great return on our investment as we promote our services to those who need it the most."

Jenelle Hynes, Community Relations Manager
The Vineyards Residence, Kelowna
www.VineyardsResidence.ca

"Experience 50+ Living provides hassle-free access to the community service, social activity, health care or government agency that you are looking for. The Centre for Seniors Information (CSI Kamloops) is a registered charity that offers a wide range of programs and services to our senior population and their families and we are proud to be featured in this great source of information. This guide is made possible through the dedication and support of our advertisers and we commend them for recognizing the value of this highly professional and accurate publication."

Brandi Allen, Executive Director - CSI Kamloops
www.csikamloops.ca

R. Robert Herringer

RRH & Associates

dba Experience 50+ Living

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Linkedin www.linkedin.com/in/experience50plusliving

<https://www.alignable.com/vernon-bc/rrh-associates-dba-experience-50+-living>