

Newsletter Advertising Policy & Agreement

Individuals and Businesses can advertise with the Cloverdale Senior Center through our newsletter. Businesses must be legitimate and local entities. The Staff and Board of Directors reserves the right to deny advertising opportunities to any entity at their discretion. Advertisements with lude, corrupt, of a sexual nature, or other inappropriate content will not be considered.

Businesses who advertise with us:

Your business will be supporting the Senior Center and at the same time we let our readers know about your products or services.

Participating sponsors will also be featured on our website www.colverdaleseniorcenter.com, and may be featured on our Facebook page.

CSMC distributes approximately 450 bi-monthly newsletters via direct mail to our membership database and throughout the community including the Cloverdale Chamber of Commerce.

Statistically, according to *Sterling's Best Places*, over 30% of Cloverdale's total population is over the age of 55.

Options and Costs:

Option 1: For just \$85.00 per issue (2 issue minimum), you provide 450 copies (per issue) of your 8.5 X 11" advertising flyer for insertion in our bi-monthly 8 page full color newsletter.

Option 2: For just \$45.00 per issue (3 issue minimum), we include your business card size ad within the pages of our newsletter. We have limited space in our newsletter and can only accommodate 4 ads per edition. There may be a waiting list for business card ads.

Timeline and Due Dates:

Advertisement flyers are due to the center for disbursement in the next newsletter no later than the 20th of the month prior to the first day of the month of the publication. Example: For the January/February newsletter, flyers would be due on the 20th of December.

Business card ads will need to be submitted digitally via email in PDF format or JPEG no later than the 15th of the month prior to the first day of the month of the publication.

Publication Dates:

Newsletters are published; January/February, March/April, May/June, July/August, September/October, and November/December. Deadlines for advertisements are the 20th of; December, February, April, June, August, and October.

Payments:

Payment for Advertisements are due at the time of advertisement submission.

By signing this statement, you, the business representative, who wishes to advertise with the Cloverdale Senior Multipurpose Center, in our 'The Clover' Newsletter, agree with this Policy and Procedure and the time lines outlined in this document. You agree to submit payment for either Option 1 or Option 2 to the Cloverdale Senior Multipurpose Center at the time of ad submission.

Agreed edition of the newsletter that the advertisement is to start: _____

Agreed edition of the newsletter that the advertisement is to end: _____

Business Name _____

Representatives' Name _____

Position/Office of Representative _____

Address _____

Phone Number _____

Signature _____

Date _____

CSMC Staff or BOD Member
Printed Name, and Office/Position _____

CSMC Staff or BOD Member Signature _____ Date _____

Num. of Issues ____ **x \$85.00 Per Issue= \$**_____ **Total Due**

If we make the single 8 ½ x11 page copies \$0.15 each page B/W or \$0.20 each page in color.

PDF is preferable document type.

Num. of Copies ____ x (.15b/w or .45color) = Additional Copy Charge (on regular copy paper)

| | |
|-----------------------------------------------------|---------------------|
| Payment Date: _____ Paid: _____ | \$ _____ |
| Cash / Check # _____ / CC Auth# _____ | Processed By: _____ |