

FRIENDSHIP CENTERS OF EMMET COUNTY

Council on Aging

1322 Anderson Rd. ❖ Petoskey, Michigan 49770 ❖ 231.347.3211

Advertising Agreement

Bus Advertising:

Friendship Centers of Emmet County provides transportation using six buses to Emmet County seniors and disabled individuals five days per week. FCEC will not assume the costs of any changes to current signs. Changes will be billed to the advertiser (\$60.00 for each of six signs).

Advertising text may include a value-neutral description of products or services, applicable addresses, phone numbers and logos. Text may not include qualitative or comparative language. Renewals for advertising will be billed one month in advance. Refunds will not be made on advertising fees for any reason.

Format	Size	Number	Annual Cost	Amount
Transportation Buses	11.75" X 24"	6 buses/ 12 months	\$700	\$
Order total (Please enclose check payable to FCEC with this form)				\$

Business Name:	<i>For FCEC use:</i>
Authorized agent:	Paid by check #:
Title:	Date received:
Address:	Contract dates: ___/___/___ through ___/___/___
City, State, Zip:	
Phone Number:	
Email:	

Signature of Authorized agent: _____ Date: _____

Signature of FCEC agent: _____ Date: _____

A signed copy of this form will be returned to you. Thank you for supporting senior services!



SILVER THREADS

Our mission is to ensure that all senior citizens have the opportunities, information, and services necessary to live healthy, safe and active lives in dignity.

1. Readership

Friendship Centers of Emmet County produces a newsletter, *Silver Threads*. The monthly publication is inserted into the *Petoskey News Review* typically the fourth Friday of each month with a circulation of over 8,000 with additional copies being sent to Emmet County seniors, doctors' offices, restaurants, retirement facilities, and nonprofit organizations as appropriate.

The *Silver Threads*, a six-page newspaper partially in color, features senior-related news articles, information about upcoming classes and events around the community, as well as the monthly menu, pictures of recent events, and other information of interest to Emmet County adults age 60+ and other individuals concerned about seniors.

2. Ad Specifications

Advertising text may include a value-neutral description of products or services, applicable addresses, phone numbers, and logos. Text may not include comparative language. Friendship Centers of Emmet County reserves the right to refuse publication of any ad that is not appropriate to readership.

Different ads may be used for each issue, as long as ads are submitted by the deadline. All ads must be electronically sent as a PDF file to char@emmetcoa.org.

Some ad sizes may be limited. Ad reservations are accepted on a first-come, first-served basis. See the payment and order form below for rates. A 15% (normally 10%) discount is given for a 12-month contract, paid entirely up front.

3. Ad Deadlines

Ad space must be reserved and paid for by the 12th of each month prior to each issue. New ads must also be submitted by this date. For questions, contact Char Delis, Marketing & Development Director via email at char@emmetcoa.org or by calling (231) 347-3211, ext. 24.

Issue	Deadlines	Publish Date
January 2021	December 12	December 24, 2020
February	January 12	January 28, 2021
March	February 12	February 25, 2021
April	March 12	March 25, 2021
May	April 12	April 22, 2021
June	May 12	May 27, 2021
July	June 12	June 24, 2021
August	July 12	July 22, 2021
September	August 12	August 26 25, 2021
October	September 12	September 23, 2021
November	October 12	October 28, 2021
December	November 12	November 24, 2021

Dates are subject to change due to Holidays.

Payment must be received prior to ad being placed in the issue. Payments may be made with a credit card over the phone by calling (231) 347-3211 or by check made payable to FCEC sent to Friendship Centers of Emmet County, 1322 Anderson Road, Petoskey, MI 49770.

Payment and Order Form (Please photocopy and send in with payment.)

Thank you for your interest in advertising in the *Silver Threads*, a monthly publication of Friendship Centers of Emmet County. Please fill out and return the form below with your payment.



Size	Black & White (1 month)	Color (1 month)	Black & White (12 months*)	Color (12 months*)	Amount
Small Box 3.221"W x 3"H	\$30	--	\$306	--	\$
1/8 Page 4.887"W x 5"H	\$80	--	\$816	--	\$
Banner 9.885"W x 3"H	\$100	\$125	\$1020	\$1275	\$
1/4 Page 4.887"W X 10"H	\$165	\$215	\$1683	\$2193	\$
Half Page 9.885"W x 10"H	\$325	\$400	\$3315	\$4080	\$
Order total (Please enclose check payable to FCEC with this form)					\$

12 Month Contract to start with the following issue:

Per Issue Contract for the following issues:

Use the same ad for all issues. A different ad for each issue will be emailed by the 12th of each month.

Name _____ Title _____
 Organization _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Phone _____ Email Address _____

Check enclosed payable to FCEC. Credit Card payment via phone by calling (231) 347-3211.
 Mail payment and order form to: Friendship Centers of Emmet County, 1322 Anderson Road, Petoskey, MI 49770.

Thank you for supporting senior services!