



# BEYOND BINGO ADVERTISING

50+ SENIOR CENTER



The Lisle Senior Center produces four publications called 'Beyond Bingo' per year. Each issue features daily activities, health resources, programs, and trips for ages 50+. Our Beyond Bingo publication offers affordable advertising space and is a great opportunity for local businesses to reach active adults, ages 50 and better in Lisle and surrounding areas.

## COMMUNITY VISIBILITY

 **600**  
Senior Center Participants

 **4**  
Issues Per Year

 **500+**  
Printed Guides Per Issue

 **5,200**  
Average Online Views Per Issue

[View Beyond Bingo Guide ▶](#)

 **1,400**  
Email Subscribers

 **11,700**  
Lisle Senior Center  
Annual Website Views

[lisleseniorcenter.org ▶](https://lisleseniorcenter.org)

 **250**  
Facebook Followers

[lisleseniorcenter ▶](https://www.facebook.com/lisleseniorcenter)

## 2024 BEYOND BINGO GUIDE DETAILS

ISSUE	ISSUE DURATION	AD RESERVATION*	ARTWORK & PAYMENT DUE	PRINTED & ONLINE GUIDES AVAILABLE
1	February - April	January 19	January 26	February 2
2	May - July	April 12	April 19	April 26
3	August - October	July 5	July 12	July 19
4	November - January	October 4	October 11	October 18

## AD SPECIFICATIONS

Advertisers are required to provide print-ready artwork for their ad. Artwork and payment must be received by the due date indicated above.

### Please submit ads with the following specifications:

**Ad Format:** Only PDF files will be accepted. No crop marks. All text needs to be outlined. We cannot guarantee the legibility of any text under 7pt.

**Artwork Resolution:** Ads must be at least 300 dpi

**Color Mode:** CMYK

**Submit Artwork To:** Samantha Sleezer at [ssleezer@lisleparkdistrict.org](mailto:ssleezer@lisleparkdistrict.org)

**\*Ad Reservation:** The Lisle Senior Center will not guarantee the inclusion of ads received after the above reservation deadline. To save ad space, please fill out our Beyond Bingo advertising agreement on pages 2-3 and submit to Debbie Breihan by the above deadline.

**Ad Placement:** All ad space is on a first-come, first-served basis. Ads will be placed randomly where space is available on inside pages of the program guide.

# BEYOND BINGO ADVERTISING AGREEMENT

Complete this form to reserve your ad space today!

Please fill out our Beyond Bingo advertising agreement and email to Debbie Breihan at [dbreihan@lisleparkdistrict.org](mailto:dbreihan@lisleparkdistrict.org). Once received, we will confirm your space has been secured based on availability and will email you an invoice and payment details within 1-2 business days. Payment can be made online, via credit card, or by check.

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Company Name \_\_\_\_\_

BEYOND BINGO ISSUES				
(Select the issue(s) you'd like to advertise in)				
ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4	ALL 4 ISSUES
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**FRONT COVER ONLY**

**Must advertise in all 4 issues**

**AD SIZE**  
7.625"(w) x 2.25"(h)

AD SPACE & RATE					
Buy 3 consecutive ads, get the 4th ad for HALF PRICE!					
(Select where you'd like your ad placed and the number of issues)					
AD PLACEMENT	AD DIMENSIONS	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
<input type="checkbox"/> <b>Front Cover Quarter Page</b> *Must advertise in all 4 issues	7.625"(w) x 2.25"(h)	-	-	-	<input type="checkbox"/> \$1600
<input type="checkbox"/> <b>Outside Back Cover Full Page</b>	7.625"(w) x 10.125"(h)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,400
<input type="checkbox"/> <b>Inside Half Page Horizontal</b>	7.625"(w) x 5"(h)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,050
<input type="checkbox"/> <b>Inside Half Page Vertical</b>	3.5"(w) x 10.125"(h)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,050

**FULL PAGE**

**AD SIZE**  
7.625"(w)  
x  
10.125"(h)

**HALF PAGE (Horizontal)**

**AD SIZE**  
7.625"(w) x 5"(h)

**HALF PAGE (Vertical)**

**AD SIZE**  
3.5"(w)  
x  
10.125"(h)

**WHAT'S INCLUDED WHEN YOU ADVERTISE IN OUR GUIDE:**

- ▶ Each Beyond Bingo guide is featured online and distributed at the Lisle Recreation Center, Senior Center and Community Center
- ▶ Your advertisement will be linked to your website in our online guide
- ▶ All advertisers will be mentioned on the Lisle Senior Center Facebook page
- ▶ Front cover advertisers will be featured in each Beyond Bingo Issue newsletter campaign

## Agreement Conditions

1. Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that has or wishes to have a presence in Lisle. Subject to the Lisle Park District's terms for accepting advertising, contracts will be accepted on a first-come, first-served basis.
2. Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Lisle Park District's mission statement. The Lisle Park District's core values include safety, inclusion, stewardship, and impact.
3. The Lisle Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. The Lisle Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining and operating parks and leisure activities and as such does not support any one political party or viewpoint. Therefore, the Lisle Park District will not accept political advertising of any kind.
5. The Lisle Park District reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged, reduced or floated at the discretion of the marketing department. The Lisle Park District shall not be responsible for damages if an advertisement fails to be published for any reason.
6. The Lisle Park District reserves the right to determine and/or change the placement of ads without notice.
7. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and hold harmless the Lisle Park District, without limitation against, for any and all claims made thereof against losses sustained by the Lisle Park District, its commissioners or employees.
8. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use 1. The names, portrait, and/or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Lisle Park District publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to the third party. The advertiser and its agency each agree to indemnify and save harmless the Lisle Park District against all losses, liability, damage and/or expenses arising from the copying, printing, or publishing of any such advertisement.
9. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Lisle Park District policies will be binding on the Lisle Park District.
10. The Lisle Park District shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Lisle Park District.
11. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.
12. The Lisle Park District will not return any items submitted for advertising, unless otherwise mentioned.

**Rate Protection:** The Lisle Park District reserves the right to revise advertising rates. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.

## Business Details

Company Name \_\_\_\_\_ Rep. Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature \_\_\_\_\_

Total Investment \$ \_\_\_\_\_