



OALA Advertising Packages

Pricing adjustments may be made at the discretion of an approved OALA representative. Member Partner Pricing is offered at a 20% discount compared to Non-Member Vendor rates.

Website Banner Ads

Left Side Panel Ads (160 x 600 px)

- **Member Partner Pricing:** \$400/month
- **Non-Member Vendor Pricing:** \$500/month

Bottom of Page Ads (728 x 90 px)

- **Member Partner Pricing:** \$320/month
- **Non-Member Vendor Pricing:** \$400/month

Possible OALA Website Ad Locations

- **Senior Resources**
 - Find a Community
 - Medicaid Waiver
 - Veterans Benefits
 - What to look for checklist
- **Career Center**
- **Education**
 - Upcoming Events
 - Online Learning

- Call for Speakers
 - Live Webinars
 - RCF Rules Training
 - CALL Certification
 - Alzheimer's Disease & Dementia Care Seminar
 - Insulin Pen & Controlled Substances for the CMA Program
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E-Newsletter Ads

E-Newsletter Content Ad (600 x 100 px)

- **Member Partner Pricing:** \$400 per edition
 - **Non-Member Vendor Pricing:** \$500 per edition
Limit: Two editions per month
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Dedicated Email Advertising

Send a dedicated email directly to the OALA list to promote your company.

- **Member Partner Pricing:** \$1,400 per email
 - **Non-Member Vendor Pricing:** \$1,750 per email
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Social Media Advertising

Standard Post

- **Member Partner Pricing:** \$400 per post
- **Non-Member Vendor Pricing:** \$500 per post

Boosted Post

(Includes \$100 ad spend)

- **Member Partner Pricing:** \$500
 - **Non-Member Vendor Pricing:** \$625
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Custom Advertising Packages

Visibility Package

(Includes Left Side Panel Ad + 1 E-Newsletter Content Ad)

- **Member Partner Pricing:** \$720/month
- **Non-Member Vendor Pricing:** \$900/month

Engagement Package

(Includes Bottom of Page Ad + Standard Social Media Post + Dedicated Email)

- **Member Partner Pricing:** \$1,980/month
- **Non-Member Vendor Pricing:** \$2,500/month

Outreach Package

(Includes Left Side Panel Ad + Boosted Social Media Post + 2 E-Newsletter Content Ads)

- **Member Partner Pricing:** \$1,400/month
 - **Non-Member Vendor Pricing:** \$1,750/month
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Multi-Run Campaign Discounts

Discounts are available for campaign commitments of 6 runs or longer:

- **6-Run Campaign:** 5% discount on total cost
 - **12-Run Campaign:** 10% discount on total cost
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Ad Design Services

The Tiber Group is the designated design agency for all ads produced for the site unless otherwise provided by the advertiser. Design services are available at a rate of \$200 per piece.

The Tiber Group specializes in marketing for healthcare and senior living communities. Should you be interested in additional support, you can reach out to jackie@thetibergroup.com directly to discuss further.

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