

**ASCHA'S
ADVERTISING
GUIDE**

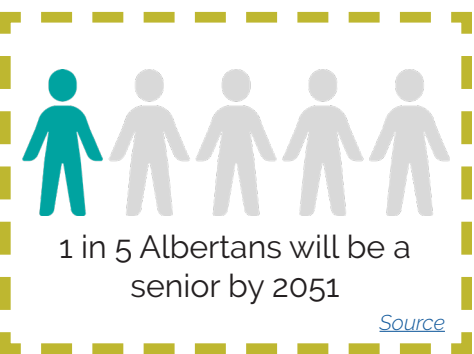
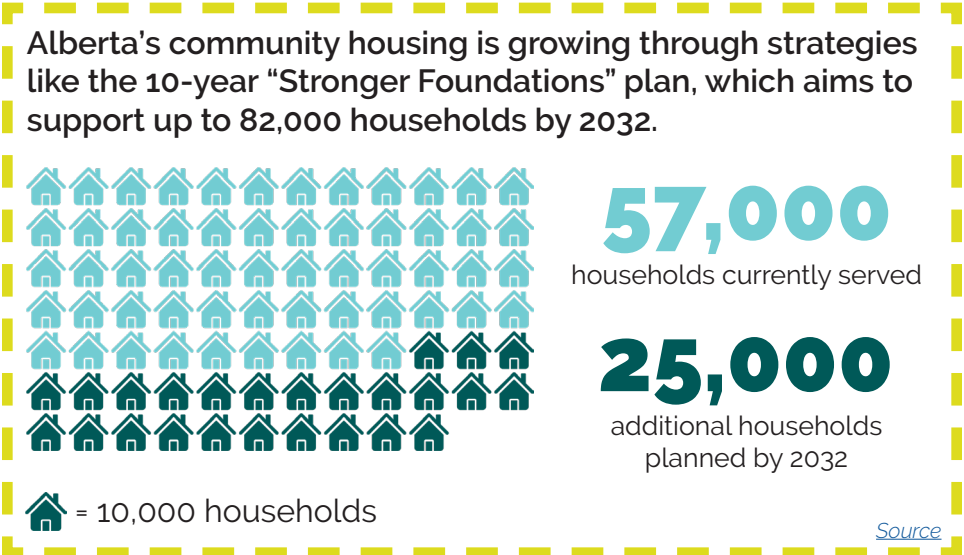
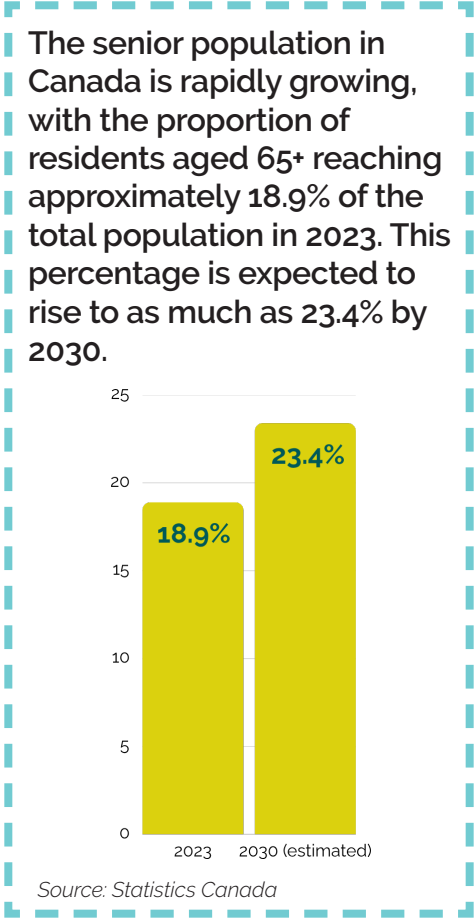
**9920 – 45 Avenue
Edmonton, AB T6E 5J1
(780) 439-6473
www.ascha.com
ascha@ascha.com**

Gain Direct Access to Alberta's Seniors and Community Housing Leaders —

Reach the Decision-Makers in these vast and vital housing sectors!

Advertising with ASCHA is your exclusive gateway to engage industry leaders, stakeholders, and influencers. We represent approximately 80% of Alberta's seniors and community housing providers with our members collectively housing well over 100,000 Albertans, who live in housing options across the full housing continuum provided by public, voluntary, or private organizations.

Our diverse advertising channels deliver unparalleled access to the decision-makers shaping Alberta's seniors and community housing landscape. The following overview highlights the strategic opportunities designed to maximize your visibility and impact in this vital sector.



WEEKLY ROLLOUT

Maximize your reach with ASCHA's Weekly Rollout e-newsletter!

The Weekly Rollout is the premier electronic publication reaching the leaders and decision-makers in Alberta's seniors and community housing sector.

This is your exclusive opportunity to connect with the sector's top leaders, influence decision-making, and position your organization as a trusted resource in one of Alberta's most valuable markets. The Weekly Rollout is relied upon for sector updates and happenings and provides subscribers with valuable insights into ASCHA's education, member engagement, and advocacy work.

PRICING

	Column Ads	Banner Ads
Member <i>Single Ad</i>	\$150	\$225
Non-Member <i>Single Ad</i>	\$300	\$450
Member <i>6-Pack*</i>	\$750	\$1,125
Non-Member <i>6-Pack*</i>	\$1,500	\$2,250

* Save on your advertising! When you buy five ads, you get the sixth for free!

MEMBER BENEFIT

Associate Members receive two free column ads or one free banner ad per year. Please note that in cases of limited availability, paid advertisements may take precedence over free placements.

AUDIENCE

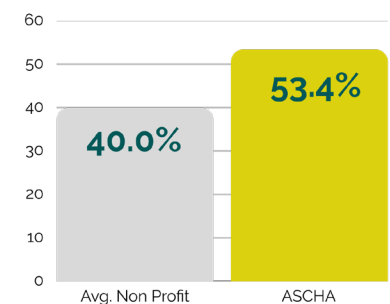
- Sent to over **900** subscribers
- Audience primarily consists of C-suite executives, site and lodge managers, board members, educators, executive directors and other decision-makers!

Your ad can be viewed up to 43,000 times per year!

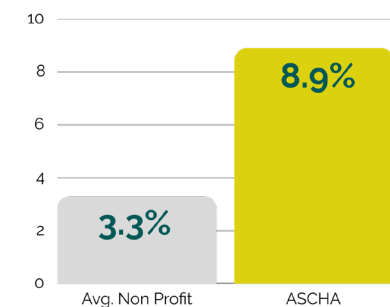
STATISTICS

Our audience is engaged! The Weekly Rollout outperforms other non-profit newsletters in terms of open and click rates.

Open Rates



Click Rates



SPECIFICATIONS


Weekly Rollout

COLUMN ADS

November is Edmonton Housing Month

Edmonton Housing Month is an annual campaign to raise awareness of the need for, and importance of, safe, quality, affordable housing in the Capital Region. The campaign encourages collaboration on long-term solutions and collectively supporting the efforts of the agencies, organizations, and people that strive to address the issues of homelessness and affordable housing. Wondering how you can get involved in this campaign? Check out [Edmonton Housing Month's website](#) for more information.

The YEG Housing Month committee is made up of various sector partners and organizes a series of lunch-and-learn webinars focused on housing solutions and efforts to prevent and end homelessness. Each webinar lasts between 30 to 60 minutes and takes place from noon to 1.00pm, followed by a Q&A session with the audience. For a list of all this month's webinars, click [here](#).




Employment Opportunities

BANNER ADS

Learning Opportunity: Tools and Tactics for Navigating Housing Predevelopment

The Community Housing Transformation Centre (CHTC) has an upcoming learning opportunity that may be of interest to ASCHA Members. On Thursday, Nov. 13 from 10.00am – 11.00am MST the CHTC will be hosting a webinar on "Tools and Tactics for Navigating Housing Predevelopment: The Phoenix Experience." This webinar will share Phoenix Youth Programs' experience of the predevelopment of a new multi-service housing centre for youth. Designed to provide insights for organizations pursuing similar initiatives, it will reflect on both the challenges and successes encountered along the way. The session will explore key aspects of the project process (including factors in site identification, setting a common vision, designing committees, risk analysis, and space considerations). [Register to attend this webinar!](#)



Employment Opportunities

Employment Opportunities

- See [current employment opportunities](#).
- Submit vacant positions [here](#).

- 300 pixels wide x 225 pixels tall
- Actual display size will vary based on viewer's screen resolution

- 600 pixels wide x 150 pixels tall
- Actual display size will vary based on viewer's screen resolution

Please note that ASCHA maintains editorial, ad placement, and scheduling rights. A maximum of two column ads and one banner ad are available in each issue. Ads are sold and placed on a first come, first served basis.

When purchasing multiple advertisements, you can customize your scheduling. Ads can be spread out over a period of up to 12 months.

ALBERTA SENIORS HOUSING DIRECTORY

Reach Alberta's Families Looking for Seniors Housing — Advertise with Us!

Our Alberta Seniors Housing Directory is the go-to online platform for Alberta families searching for seniors housing options. By advertising with us, you can connect directly with families actively seeking and making important housing decisions for their loved ones. Showcase your facilities, services, and amenities to a targeted audience, increase your visibility, and grow your community presence through our trusted platform. Partner with us to reach the right audience at the right time.

PRICING

	1 Month Placement	6 Month Placement*	12 Month Placement*
Member	\$225	\$1,125	\$2,250
Non-Member	\$450	\$2,250	\$4,500

* Save on your advertising! Buying a 6 month placement is equivalent to getting one free ad; a 12 month placement gets you two!

ENGAGEMENT METRICS

- An average of 4,800 unique visitors per month in 2025.
- Our audience is growing! Visits to the Housing Directory were up 11% from 2024 numbers.
- Each visitor views an average of 3.8 pages and spends 1 minute and 46 seconds engagement with content.
- 76% of visitors are located in Alberta; 21% in other Canadian provinces; and 3% are located outside of Canada.

DEMOGRAPHICS

Gender



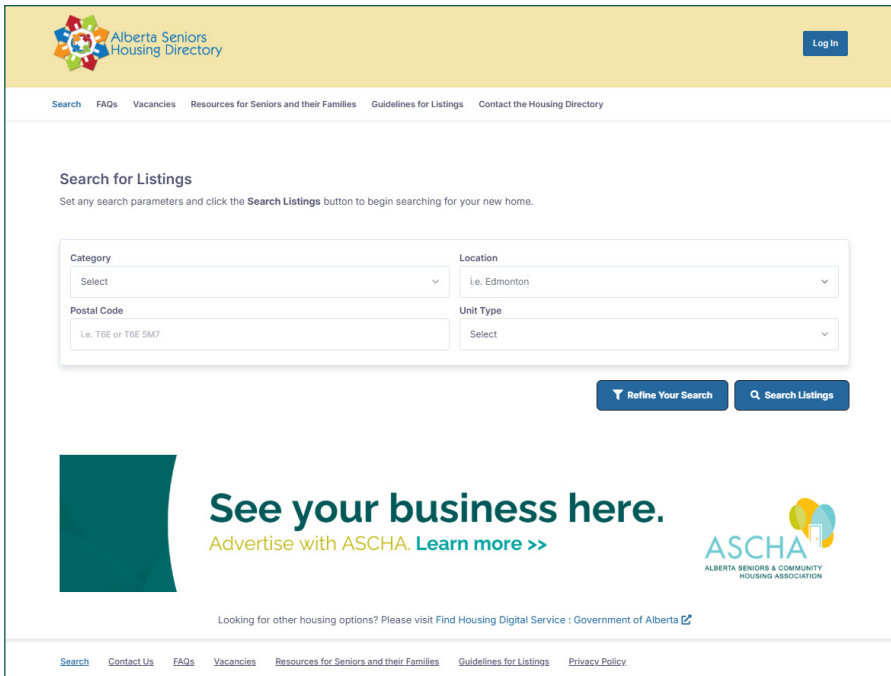
Age Range



SPECIFICATIONS

Alberta Seniors Housing Directory

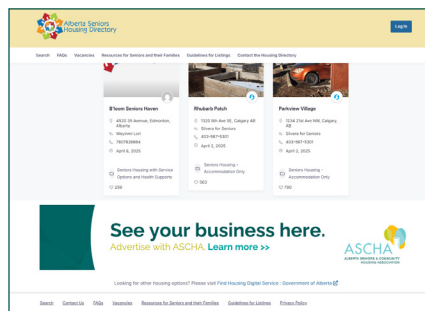
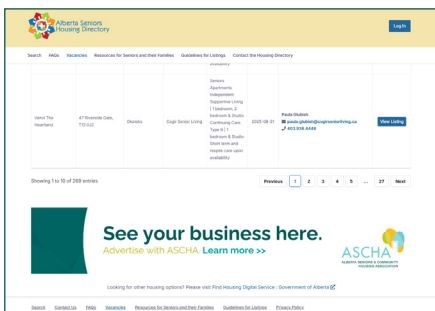
- 1725 pixels wide x 300 pixels tall
- Actual display size will vary based on viewer's screen resolution
- Ads appear on the Home page, Search Results page, all Listing pages, and on the Vacancies page



ADVERTISE YOUR COMMUNITY

Are you a seniors housing provider? Advertising your communities with listings on the Directory is completely free for both Members and Non-Members. Members get the added privilege of posting photos with their listings.

Advertising with a banner ad in addition to a listing can get your vacancies double the exposure.



To ensure maximum visibility for all advertisements, we only allow for five advertisers per month, which means your advertisement will be viewed by the majority of visitors to the site and multiple times per search.

JOB POSTINGS

Tap Into Sector-Specific Talent with ASCHA's Job Posting Board

Connect with top industry professionals and emerging talent in the seniors and community housing through our targeted job board. Our platform is tailored for housing providers, industry leaders, and aspiring candidates looking for opportunities to contribute to one of Alberta's most vital sectors. Whether you're seeking skilled staff or looking to showcase your organization's roles, our job board is the go-to destination for reaching qualified and engaged candidates dedicated to making a difference.

PRICING

1 Month Placement	
Regular Member	Free
Associate Member	\$50
Non-Member	\$100

MORE VIEWS

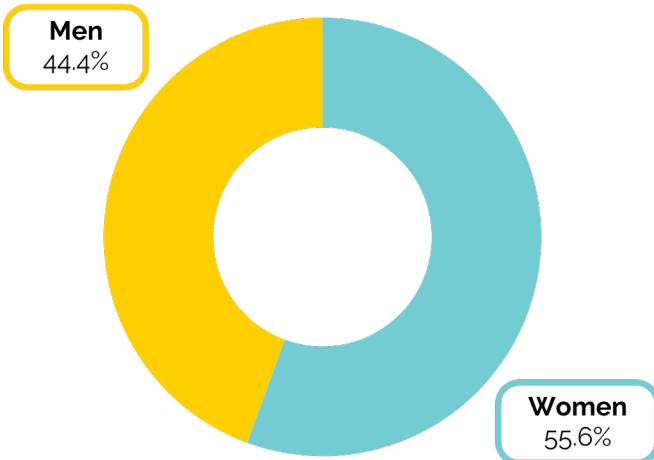
Our classifieds page is linked each week in our Weekly Rollout and is consistently the highest sought-after section in our newsletter with the most clicks!

ENGAGEMENT METRICS

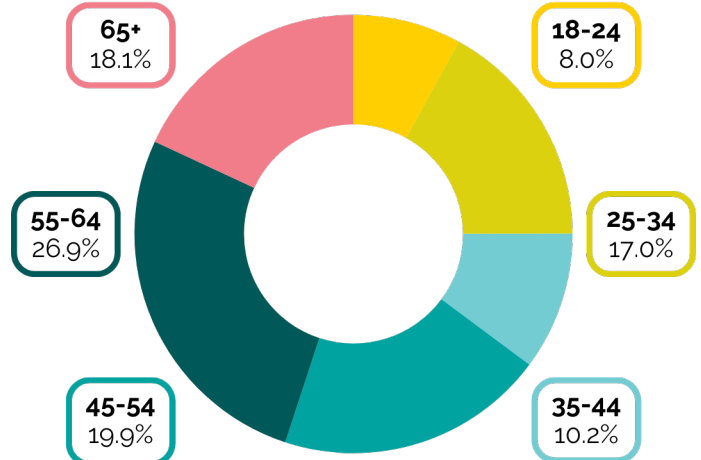
- 458 average page views per month

DEMOGRAPHICS

Gender



Age Range



SPECIFICATIONS

Job Postings

- Job postings should be provided in PDF format
- Maximum file size: 1 mb (megabyte)
- Include the date you would like your job posting removed from the website if less than one month

KEEPING IT CURRENT

To keep our classifieds page current, we ask that when members email us their job ads to post that they include the date they would like their job posting removed from our website.

If a takedown date is not provided, ASCHA reserves the right to remove the job posting after the closing date specified in the ad.



ADVERTISING POLICIES

GENERAL STATEMENT

These policies and guidelines apply to all advertising options offered by ASCHA. Advertisers are responsible for complying with all applicable laws, rules and regulations related to advertising.

All advertisements are subject to ASCHA's approval.

DISCLAIMER

ASCHA reserves the right to make small edits to the advertisement to correct grammatical or typographical errors when doing so does not diminish the intent of the advertisement.

The advertiser is responsible for ensuring that their advertisement does not infringe on trademark, copyright, tradenames, proprietary rights, privacy laws, or patents. The advertiser will indemnify ASCHA for any such infringements, liabilities, expenses, or loss resulting from publication of the advertiser's submitted content.

FORMAT AND CONTENT REQUIREMENTS

All advertising and subsequent content must meet the required specifications indicated in ASCHA's Advertising Options. The advertiser is responsible for providing text, graphics, and the full design of the advertisement. **ASCHA will not act as the designer or as the content writer.**

ADVERTISING PROCESS AND GUIDELINES

In general, advertisements will be published on a first come, first served basis. However, in rare cases where there are more advertisements submitted than available slots, ASCHA will adhere to the following rationale for prioritization:

- Paid ads will take priority over free ads
- Member ads will take priority over Non-Member ads
- Advertisers who have not yet had an ad published will be prioritized over frequent advertisers

All advertising submissions, including payment, must be made no later than **Thursday at 2:00pm MT for publication the following week (this is particularly important for ads going in the Weekly Rollout)**. Changes to a submission are allowed, but they must be approved by both parties no later than Friday at 2:00pm MDT. Advertisements can be cancelled up until Friday at 2:00pm MDT, prior to the publishing of the ad the following week. **Cancellations are subject to a cancellation fee of 10% of the cost of the ad.**

Changes and cancellations after the Friday deadline will not be applied, and the advertisement will run as submitted. There are no refunds for published ads after late cancellations or change requests. If change approval is not provided by the advertiser by Friday at 2:00pm, the ad will be cancelled.

Rates are applied as published in the rate cards in this document, which may be subject to change without notice. Rates are not contingent on circulation or audience reach.