ADVERTISING & PARTNERSHIP OPPORTUNITIES

2027 ADVERTISING GUIDE

Reach the fastest-growing, most loyal audience in Southern Alberta: seniors who read cover to cover and trust who Unison recommends.

SCAN TO BROWSE & BOOK

Interactive advertising guide

See every option, tick what you like and send one booking request.

advertisewithunison.ca





1973

50,000+ Monthly Readers	**97%** Pick-up Rate	**251,028+** Seniors in Southern Alberta	**400+** Print Distribution Points

WHY ADVERTISERS CHOOSE UNISON

TRUSTED BY SENIORS SINCE 1973

Southern Alberta's 55+ population is the fastest-growing demographic in the province, and the hardest to reach through generic advertising. Unison is where they already look.

The fastest-growing market in the province

251,028 seniors call Southern Alberta home today, a number projected to reach 368,000 by 2045. This generation still reads print cover to cover while adopting digital at record rates.

Repeated presence gets remembered

A single placement earns a glance. Showing up across print, digital, TV and events turns "I've seen that name" into "I know that name."

53 years of trust

Readers have trusted Unison since 1973. Advertisers who appear consistently across our channels borrow that trust, and it compounds with every appearance.

Reach the decision-maker

66.7% of Unison's engaged audience is female, and 79% of Facebook followers are women aged 65+, the people making most day-to-day healthcare, housing and household decisions.

WHERE ADVERTISERS SHOW UP

Unison News
33,000 copies monthly
400+ drop-off points, 97% pickup rate, 50,000+ readers in print and online.

Services & Housing Directory
45,000 copies annually
160+ pages at 2,000+ locations; the year-round reference for seniors and caregivers.

Unison Online & TV
90,913 website users (2025)
UnisonAlberta.com, 11,000+ e-newsletter subscribers, social media, 19 TV screens and UnisonTV/YouTube.

DIGITAL REACH AT A GLANCE

90,913
unique users, 2025
Unison Online

11,000+
subscribers
E-Newsletter

500K+
projected 2026 impressions
Social Media

19
screens, 2 cities
TV Display

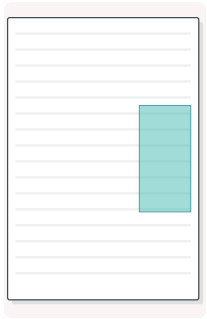
74.8K
views · 768 subscribers
UnisonTV / YouTube

UNISON NEWS · PRINT

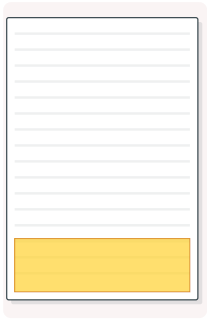
AD SIZES & SINGLE-MONTH RATES

Southern Alberta's premier publication for seniors. Full colour included in every package.

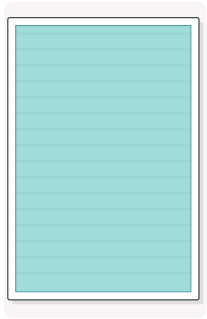
Vertical Horizontal Drawn to scale



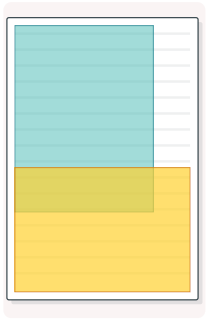
Front Cover Stripe (Vertical)
2.9" × 6"
Colour $1,100



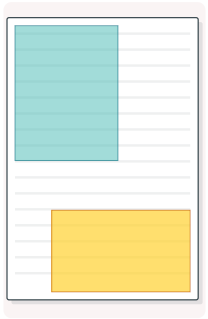
Front Cover Stripe (Horizontal)
9.87" × 3"
Colour $1,885



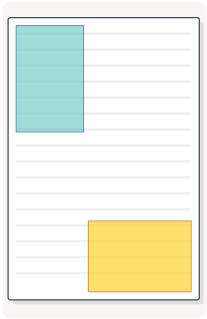
Full Page
9.87" × 15"
B&W $2,270 · **Colour $2,610**



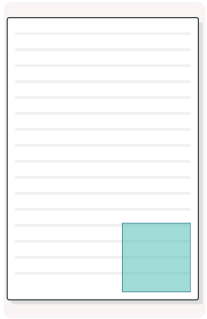
1/2 Page
7.8" × 10.5" / 9.87" × 7"
B&W $1,620 · **Colour $1,865**



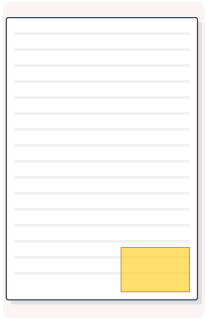
1/4 Page
5.8" × 7.6" / 7.8" × 4.6"
B&W $890 · **Colour $1,025**



1/6 Page
3.8" × 6" / 5.8" × 4"
B&W $680 · **Colour $785**



1/10 Page
3.83" × 3.87"
B&W $455 · **Colour $520**



Business Card
3.86" × 2.5"
B&W $215 · **Colour $250**

EDITORIAL CONTENT

FORMAT	WORD LIMIT	2027 RATE
1/2 Page Editorial — No Image	800 words	**$755**
1/4 Page Editorial — No Image	350 words	**$430**
1/2 Page Editorial — Image Included	500 words	**$970**
1/4 Page Editorial — Image Included	200 words	**$540**

Articles submitted as Word documents; may be edited to the Canadian Press Style Guide. Colour ads booked outside a package carry a 15% production surcharge (already included above).

Smaller ads, steady runs: Ads under $300 a month are booked for 6 months, with the first 3 months paid upfront, or 12 months, with the first 6 months paid upfront. In print this covers the Business Card ad.

PRESET PACKAGES: LONGER TERMS, BIGGER SAVINGS

Ad size	Standard monthly	Silver 4 months · 5% off — Monthly	Silver — You save	Gold 6 months · 10% off — Monthly	Gold — You save	Platinum MOST CHOSEN 12 months · 15% off — Monthly	Platinum — You save
Front Cover Stripe (Vertical)	$1,100	**$1,045**	$55/mo	**$990**	$110/mo	**$935**	$165/mo
Front Cover Stripe (Horizontal)	$1,885	**$1,790**	$95/mo	**$1,695**	$190/mo	**$1,600**	$285/mo
Full Page	$2,610	**$2,480**	$130/mo	**$2,350**	$260/mo	**$2,220**	$390/mo
1/2 Page	$1,865	**$1,770**	$95/mo	**$1,680**	$185/mo	**$1,585**	$280/mo
1/4 Page	$1,025	**$975**	$50/mo	**$920**	$105/mo	**$870**	$155/mo
1/6 Page	$785	**$745**	$40/mo	**$705**	$80/mo	**$665**	$120/mo
1/10 Page	$520	**$495**	$25/mo	**$470**	$50/mo	**$440**	$80/mo
Business Card	$250	**$240**	$10/mo	**$225**	$25/mo	**$210**	$40/mo
Includes	Full colour, month to month	• Full colour included • Leaflet & brochure display at Kerby Centre • 1 in-person info table placement		• Everything in Silver • TV ad display for 6 months (11 screens) • Digital banner placement for 6 months • 2 e-newsletter feature inserts		• Everything in Gold, scaled to 12 months • TV & digital banner for the full 12-month term • 4 e-newsletter feature inserts per year • 4 in-person info table placements per year	

NEW

Medicine Hat & Lethbridge businesses serving seniors: 15% off a 6-month booking · 20% off a 12-month booking

On any ad package, print or digital. Terms apply; our team confirms eligibility when you book.

BUNDLED INTO EVERY PLATINUM PARTNERSHIP (1/6 PAGE AND UP)

TV Ad Display	19 screens across Kerby & Veiner Centre, full 12-month term	~$2,460/yr
E-Newsletter Inserts	4 features per year	~$820/yr
In-Person Info Tables	4 placements per year	~$500/yr
Digital Banner Display	12 months on UnisonAlberta.com	~$2,460/yr

CLASSIFIEDS, LISTINGS & ADD-ONS

SMALL BUDGETS, STEADY PRESENCE

UNISON NEWS CLASSIFIEDS

Sell, Announce and List

Sell an item, share an announcement or list something in the classified section of Unison News. Scan the code or complete the classified ad form at **unison-classified-ad.netlify.app**

Community Listing in Unison News — $100/mo

Unison News classifieds · monthly · or just $50/mo when added to any print package

A short classified-style listing for your service in Unison News, read by 50,000+ seniors and caregivers every month.

Scan to book

Business Card Ad in Unison News — $250/mo colour

3.86" × 2.5" · monthly · $215 black & white · from $210/mo on a 12-month term

Your business card in print, the most affordable display ad in Unison News.

Service Listing in the Directory — $105

2028 Services & Housing Directory (print) · annual · per year

A text listing in the Directory's services section: name, phone, address, website and a 30-word description.

Directory Digital Listing — $100

Online Services & Housing Directory · year-round · per listing

A listing in the online Services & Housing Directory that you can update all year round, so seniors and caregivers always see your current details.

ADD-ONS FOR ANY BOOKING

Host a Workshop or Info Session — ~$300–$390

Present to seniors in person at Kerby Centre (Calgary) or Veiner Centre (Medicine Hat). Includes room rental plus snacks and refreshments from the Kerby Café. Unison handles registration and shares the attendee list with you.

Estimated per event. Proof of liability insurance is required; coverage needs are assessed case by case based on the nature of the event or activity.

Editorial Content — From $430

Sponsored articles in Unison News, from 200 to 800 words. Submitted as Word documents.

see Specs

COMING SOON **Reader Offers: Deals of the Month**

A clip & save coupon page that helps readers stretch their budget. Reserve a spot from $250 per issue, or save 10% with a 3-month bundle. See page 10.

UNISON ONLINE

DIGITAL PLACEMENTS



XL Leaderboard
1200 × 145 px
$690 for 6 months



XL Billboard
1200 × 250 px
$620 for 6 months



E-Newsletter Ad
800 × 450 px
$515 for 3 months



Sponsored Content & Directory Page Banner
2750 × 756 px
$2,470 for 12 months



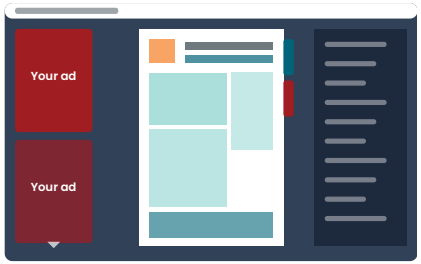
TV Ad Display (19 screens)
1920 × 1080 px
$205/mo

PLACEMENT	SPECS	MONTHLY RATE	4 MONTHS	6 MONTHS	12 MONTHS
XL Leaderboard Banner	1200 × 145 px	$120/mo	—	$650	**$1,225**
Large Website Banner	2750 × 756 px	$205/mo	—	$1,105	**$2,090**
TV Ad Display	1920 × 1080 px	$205/mo	—	$1,105	**$2,090**
E-Newsletter Ad Insert	800 × 450 px	$205/mo	—	$1,105	**$2,090**
Host a Live Presentation	In person	$310/mo	$1,180	$1,675	**$3,160**
Logo in Online Class Promo/Recordings	High-resolution logo	$105/mo	—	$565	**$1,070**
Host an Online Presentation	Video	$515/mo	$1,955	$2,780	**$5,255**

Multi-month prices are the total for the term (5%, 10% and 15% off).

FIXED-TERM PLACEMENTS

XL Leaderboard (1200 × 145 px)	6-month term	**$690**
XL Billboard (1200 × 250 px)	6-month term	**$620**
E-Newsletter Ad (800 × 450 px)	3-month term	**$515**
Sponsored Content + Directory Page Banner (2750 × 756 px)	12-month term	**$2,470**



Directory Scrolling Side Ads
Coming soon: ad panels beside the online Directory flipbook. Register interest on advertisewithunison.ca.

Smaller ads, steady runs: Ads under $300 a month are booked for 6 months, with the first 3 months paid upfront, or 12 months, with the first 6 months paid upfront. Online this covers website banners, TV screen and e-newsletter ads, booked on Gold (6-month) or Platinum (12-month) terms. The 3-month E-Newsletter fixed term stays available as a short trial.

NEW FOR 2027

VIDEO, YOUTUBE & DIGITAL PACKAGES

UNISON ONLINE STARTER — $800–$1,900/yr

A low-cost, low-commitment add-on for current Unison News, TV screen or e-newsletter advertisers who want to extend into video and digital mentions. Requires an active print, TV screen or e-newsletter booking; not sold on its own.

Base · $800/yr
- 4 video sponsor mentions/yr
- Logo on the video end-card
- 1 bonus e-newsletter mention
- 1 dedicated social media shout-out
- Year-end usage & reach summary

Growth · $1,300/yr
- 6 video sponsor mentions/yr, guaranteed scheduling window
- Logo on the video end-card
- 2 bonus e-newsletter mentions
- 2 dedicated social media shout-outs/yr
- 3-month leaflet, brochure & business card display

Enhanced · $1,900/yr
- 8 video sponsor mentions/yr, guaranteed scheduling window
- Logo on the video end-card
- 4 bonus e-newsletter mentions
- 4 dedicated social media shout-outs/yr
- 6-month leaflet, brochure & business card display

STANDALONE DIGITAL & VIDEO PACKAGE — $2,800–$8,900/yr

Full digital and video reach without a print ad, for government agencies, associations and larger local businesses. Each tier is a complete, self-contained package.

Base · $2,800/yr
- TV ad display at Kerby Centre (11 screens)
- Website banner, top on-page position
- 2 e-newsletter ad inserts/yr
- Up to 4 curated video sponsor mentions/yr
- 6 social shout-outs/yr

Growth · $4,200/yr
- TV ad display at Kerby Centre (11 screens)
- Website banner placement
- 4 e-newsletter ad inserts/yr
- Up to 6 video sponsor mentions/yr
- 8 social shout-outs/yr

Enhanced · $8,900/yr
- TV on the full network: 19 screens (11 Kerby + 8 Veiner)
- Website banner placement
- 6 e-newsletter ad inserts/yr
- Up to 8 video sponsor mentions/yr
- 12 social shout-outs/yr

UNISONTV / YOUTUBE SPONSORSHIP SERIES — $3,000–$20,000+

Be featured in Unison's YouTube and UnisonTV video programming. For larger, mission-aligned organizations that want a deeper, ongoing association with a content theme such as caregiving, estate planning or food security.

Single Series · $3,000–$5,000 one-time
- 1 weekly video segment for one month (~4–6 episodes)
- 1 e-newsletter feature insert during the series
- 3–6 social shout-outs
- TV display, 11 screens at Kerby, 6 months
- Print ad available on request (1 month)

Gold Partner · $5,800–$8,500/yr
- 1 weekly video segment for a full year (up to 52 episodes)
- 5–8 e-newsletter feature inserts/yr
- Logo placement
- 4 social shout-outs/yr
- TV display, 11 screens at Kerby, year-round

Platinum · $9,000–$20,000+/yr
- Up to 5 weekly video segments in parallel, full year
- 12 e-newsletter feature inserts/yr
- Logo placement on all sponsored series
- 8+ social shout-outs/yr
- TV display on the full network: 19 screens, year-round

Introductory pricing. Sponsor mentions are integrated into content, not a separate ad break. Full details on advertisewithunison.ca.

NEW: 3-MONTH DIGITAL TRIALS

3 months at standard monthly rates, no package discount and no 6-month commitment. One trial per advertiser; we review results with you before renewal.

TV Screens Trial
$205/mo · $615 for 3 months

Calgary Community Outreach Trial
$410/mo · $1,230 for 3 months

Full Digital Trial
$735/mo · $2,205 for 3 months

SERVICES & HOUSING DIRECTORY 2028 · NOW BOOKING

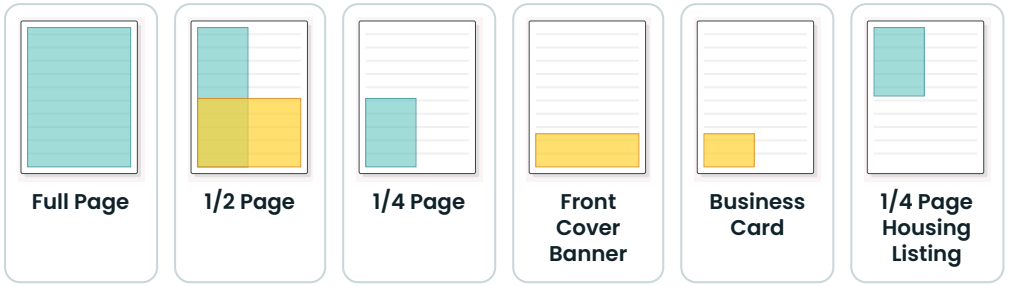
RESERVE YOUR SPACE IN THE 2028 EDITION

EARLY BIRD BOOKING

10% off your 2028 Directory ad · ends June 2027 — 10% off

160+ high-gloss pages · 45,000 copies · 2,000+ locations · **print + online flipbook in one booking**

Vertical · Horizontal · Drawn to scale



COLOUR ADS	RATE
Front Cover Sponsor 7" × 2.25" banner + full page	$5,775
Back Outside Cover 7" × 9.46"	$4,620
Inside Cover (front or back) 7" × 9.46"	$3,885
Full Centre Page (1 of 8) 7" × 9.46"	$3,465
Front Pages, Premium (1 of 6) 7" × 9.46"	$3,150
Full Page 7" × 9.46"	$2,835
1/2 Page (Centre) V 3.42" × 9.46" / H 7" × 4.65"	$2,310
1/2 Page V 3.42" × 9.46" / H 7" × 4.65"	$2,050
1/4 Page 3.42" × 4.65"	$1,365

BLACK & WHITE ADS	RATE
1/2 Page V 3.42" × 9.46" / H 7" × 4.65"	$1,575
1/4 Page 3.42" × 4.65"	$945
Business Card (services section) 3.42" × 2.25"	$580
1/4 Page Housing Listing* 3.42" × 4.65"	$260
Service Listing Only Name, contact & 30-word description	$105

NEW · DIRECTORY ADVERTISERS

Digital Amplifier Bundle

TV Display (11 screens, Kerby Centre) · 4 E-Newsletter Inserts (across the year) · Bottom Banner (on UnisonAlberta.com)

~~$600/mo · $7,200/yr~~

$3,600/yr

50% off · instalments available

*1/4 housing listing free with any full-page ad. Every Directory ad includes leaflet & brochure display at Kerby Centre. Save 10% when you run two ads of equal value. Flip through the current Directory online: **unisonalberta.online/unison-directory/services-and-housing**

UPCOMING · PREVIEW PRINT JANUARY/FEBRUARY 2027

MEDICINE HAT & NEIGHBOURS DIRECTORY 2028

Medicine Hat & Neighbours Annual Directory of Services & Housing

A dedicated annual guide for seniors, families and caregivers in Medicine Hat, Lethbridge and neighbouring communities, in the same trusted format as our main Directory: same page size, ad sizes and specs, at **15% lower rates**. Serve the Medicine Hat or Lethbridge community? Reserve your space as a founding advertiser.

1 We gather local content

Services, housing and supports for seniors across Medicine Hat, Lethbridge and neighbours.

2 Local businesses reserve space

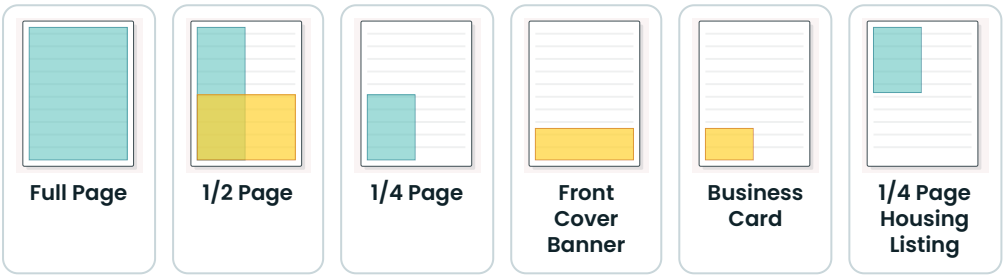
Founding advertisers reserve their spot now with the same ad sizes as the main Directory.

3 Print run confirmed

Preview print in January/February 2027; the full 2028 run is confirmed once enough advertisers sign on.

Same ad spaces and specs as the main Directory

Vertical Horizontal Drawn to scale



COLOUR ADS	RATE
Front Cover Sponsor 7" × 2.25" banner + full page	$4,910
Back Outside Cover 7" × 9.46"	$3,925
Inside Cover (front or back) 7" × 9.46"	$3,300
Full Centre Page (1 of 8) 7" × 9.46"	$2,945
Front Pages, Premium (1 of 6) 7" × 9.46"	$2,680
Full Page 7" × 9.46"	$2,410
1/2 Page (Centre) V 3.42" × 9.46" / H 7" × 4.65"	$1,965
1/2 Page V 3.42" × 9.46" / H 7" × 4.65"	$1,745
1/4 Page 3.42" × 4.65"	$1,160

BLACK & WHITE ADS	RATE
1/2 Page V 3.42" × 9.46" / H 7" × 4.65"	$1,340
1/4 Page 3.42" × 4.65"	$805
Business Card (services section) 3.42" × 2.25"	$495
1/4 Page Housing Listing* 3.42" × 4.65"	$220
Service Listing Only Name, contact & 30-word description	$90

*1/4 housing listing free with any full-page ad. Not ready for print? Start with the TV displays at Unison at Veiner Centre or any digital placement, and join the printed Directory later. Reserve your space at advertisewithunison.ca.

COMING SOON · READER OFFERS IN UNISON NEWS

DEALS OF THE MONTH: CLIP & SAVE

Bring 50+ neighbours through your door, one coupon at a time

Deals of the Month is a clip-and-save page in Unison News, made for readers who love good value and trusted local services. Your offer sits on a page they look for every month, keep on the fridge and bring to your counter.

Perfect for: Cafés & restaurants · Home repairs & handyman · Cleaning & yard care · Hair, foot care & wellness · Hearing, vision & pharmacy · Retail & entertainment

SAMPLE COUPON · HOW YOUR OFFER COULD LOOK

Free bowl of homemade soup with any lunch
Show this coupon at the counter · Your Café Name, 5 minutes from Kerby Centre

Expires: 31 March 2027 **CODE UN-0327**

READERS WHO KEEP THE PAGE

50,000+ readers aged 50+ pick up Unison News and read it cover to cover. A coupon gives them a reason to clip it, keep it and come back to you.

RESULTS YOU CAN COUNT

Every coupon carries your offer, an expiry date and a short code, so you see exactly how many new customers it brings in.

A NEIGHBOUR THEY TRUST

Seniors have trusted Unison since 1973. Being on a page we curate tells readers you value them, and that impression lasts long after the coupon expires.

HOW IT WORKS: 1. Pick your coupon size and how many months to run 2. Send us your offer. Not sure what to offer? We'll help you shape one that brings people in 3. Your coupon runs in Unison News, and readers clip it and bring it to you

COUPON PACKAGE	SIZE	1 ISSUE	3-MONTH BUNDLE (10% OFF)
Clip & Save Coupon	Business-card size · 3.86" × 2.5"	**$250**	$675
Double Coupon	1/10 page · 3.83" × 3.87"	**$450**	$1,215
Featured Deal	1/6 page, top of the page · 5.8" × 4"	**$850**	$2,295

Launch rates: one issue, or a 3-month bundle at 10% off. No long commitment. Change your offer every month. A real reason to visit, such as $5 off lunch, free soup with any meal, or 15% off a first house cleaning. A clear expiry date and a short code, so you can count every redemption. Unison reviews every offer before it runs, so readers trust each coupon on the page, including yours.

Launching soon. Reserve your coupon spot for the launch issue at advertisewithunison.ca or email wiltono@UnisonAlberta.com.

RETIREMENT & HOUSING COMMUNITIES

OPEN HOUSE SPOTLIGHT

Your open house is the invitation many seniors and families are waiting for. Open House Spotlight puts it in front of both people in the decision: seniors planning their next move, who read Unison News and visit our centres, and the adult children who help them choose, through our e-newsletter, Eventbrite and social media. More of the right visitors, and a lasting first impression of your community.

SENIORS PLANNING AHEAD

How we reach them: Unison News in print, TV screens at Kerby & Veiner Centre, information table on a busy day

What they want to know: Independence, friendships, activities and quality of life

ADULT CHILDREN & FAMILY CAREGIVERS

How we reach them: E-newsletter (11,000+ subscribers) and social media, easy to forward to family

What they want to know: Safety, care levels, staff, costs and peace of mind

Open House Calendar Listing

$150

per open house

- Listing in the monthly Open House & Tours calendar in Unison News
- Date, time, address and how to RSVP

Eventbrite Publishing

$200

per open house

- We publish your open house on Unison's Eventbrite page
- Online RSVPs, so you know who is coming
- Shareable event link for families

Open House Spotlight

$712

per open house

$641 for Unison News monthly & Directory advertisers (10% off)

- 1/4 page full-colour feature in Unison News
- TV display at Kerby & Veiner Centre for the 2 weeks before
- E-newsletter feature to 11,000+ subscribers
- Published on Unison's Eventbrite with online RSVPs
- 1 social media post + calendar listing

Open House Season Pack

$2,278

for 4 open houses a year · 20% off ($2,848 at the standard Spotlight rate)

$2,050 for Unison News monthly & Directory advertisers (extra 10% off)

- 4 Open House Spotlights through the year, each with Eventbrite publishing
- 1 information table at Kerby Centre on a busy day
- Priority placement in the Open House & Tours calendar

Tip: hold at least one open house on a weekend or early evening so working family members can come with their parents.

Sister properties can promote their open houses together. Ask us about a shared feature.

EVENTS & SPONSORSHIP

SENIORS' EXPO SPONSORSHIP

SENIORS' EXPO — CALGARY

Unison at Kerby Centre, 1133 – 7 Avenue SW, Calgary

Spring 2027 · date to be announced

Calgary's flagship expo puts you face to face with hundreds of seniors and caregivers on event day, with exhibitor booths, educational sessions, giveaway bags and music. Admission and parking are free for visitors. Before the event, Unison promotes the Expo to 50,000+ Unison News readers, with sponsors recognised by tier.

PLATINUM (3 AVAILABLE) — $3,600

"Seniors' Expo, presented by you." Large booth (12′×6′) at the main entrance and a keynote opportunity. Top logo on the sponsor billboard, and your logo in the Unison News Expo promotion the month before and the thank-you after.

Keynote · Booth 12′×6′ · Signage

GOLDEN (4 AVAILABLE) — $2,050

Medium booth (8′×6′) in a preferred location. Logo on the sponsor billboard, and your logo in the Unison News Expo promotion the month before and the thank-you after.

Booth 8′×6′ · Signage · Unison News

VOLUNTEER / ENTERTAINMENT (1 EACH) — $1,550

"Volunteers" or "Entertainment, presented by you." Medium booth, your name at the volunteer desk or on the stage, logo on the sponsor billboard and your name in the Unison News Expo promotion.

On stage · Booth · Signage

PARTNER — $1,050

Medium booth (8′×6′) in the lounge. Name on the sponsor billboard and in the Unison News Expo promotion.

Booth 8′×6′ · Signage · Unison News

FRIEND — $750

Small booth (8′×4′) in the lecture room and your name on the sponsor billboard.

Booth 8′×4′ · Signage · Lecture room

EXHIBITOR BOOTHS ONLY (NO SPONSORSHIP): Medium booth, preferred location (8′×6′) $825 / $900 with power · Medium booth, lounge (8′×6′) $550 / $625 with power · Small booth, lecture room (8′×4′) $450 / $525 with power

SENIORS' EXPO — MEDICINE HAT

Unison at Veiner Centre, 225 Woodman Avenue SE, Medicine Hat

Fall 2027 · date to be announced

Explore, grow and connect with 400+ visitors on event day at Medicine Hat's Seniors' Expo. Unison promotes the Expo in Unison News before the event, with sponsors recognised by tier.

GOLDEN — Ask about 2027

"Medicine Hat Seniors' Expo, presented by you." Premium table and a keynote opportunity. Top logo on the sponsor billboard and in the Unison News Expo promotion. Sold out last year.

Keynote · Table · Signage

PARTNER — $750

Preferred table and a presentation opportunity. Logo on the sponsor billboard and your name in the Unison News Expo promotion.

Presentation · Table · Signage

EXHIBITOR TABLE — $250

Event-day table, and your name in the exhibitor list in the Unison News Expo promotion.

Table · Unison News

NON-PROFIT PARTNER TABLE — $225

Event-day table in the Craft & Arts Room, and your name in the exhibitor list. The same 10% non-profit discount as Calgary.

Table · Arts room

OPTIONAL ADD-ONS, PAID SEPARATELY (NOT PART OF THE SPONSORSHIP PRICE)

Unison News feature before the event · From $785 per issue

Your own 1/6 page ad in the issue before the event, inviting readers to visit you. Larger sizes at standard rates.

3 issues before the event: $2,120 (10% off)

TV feature at Kerby Centre & Veiner Centre · $205 per month

Your ad on the TV screens at Unison at Kerby Centre (Calgary) and Unison at Veiner Centre (Medicine Hat) in the lead-up to the event.

3 months: $555 (10% off)

CHARITY CLASSIC GOLF SPONSORSHIP

CALGARY CHARITY CLASSIC GOLF TOURNAMENT

Sirocco Golf Club · scramble format, 1:00 pm shotgun start

September 2027 · date to be announced

Create a custom sponsorship that aligns with your values and business goals. Golf sponsorship promotes your brand on and off the course, lets you entertain clients and network with industry leaders, and supports Unison's programs for seniors.

GIVE A SENIOR A DAY ON THE COURSE: Senior golfer sponsorship $300 · Senior foursome sponsorship $1,000

Player registration $250/individual or $900/team. Sponsorship covers the tournament itself. Extra advertising is available as a paid add-on below. Holes and tiers are limited and sell out early.

OPTIONAL ADD-ONS, PAID SEPARATELY (NOT PART OF THE SPONSORSHIP PRICE)

Unison News feature before the event · From $785 per issue

Your own 1/6 page ad in the issue before the event, inviting readers to visit you. Larger sizes at standard rates.

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TV feature at Kerby Centre & Veiner Centre · $205 per month

Your ad on the TV screens at Unison at Kerby Centre (Calgary) and Unison at Veiner Centre (Medicine Hat) in the lead-up to the event.

3 months: $555 (10% off)

AMBASSADOR (TITLE) — $7,200

"The Calgary Charity Classic, presented by you." 8 golfers. Title logo on all tournament signage and in the banquet, a welcome at the banquet, your logo in the Unison News tournament promotion before the event and the thank-you after, and first right of refusal for next year.

On stage · 8 golfers · Signage

BANQUET — $6,500

"Banquet, presented by you." 8 golfers. Major signage in the banquet room, and your logo in the Unison News promotion and thank-you.

8 golfers · Signage · Dining

LUNCH — $4,500

"Lunch, presented by you." 4 golfers. Major signage in the lunch room, and your logo in the Unison News thank-you.

4 golfers · Signage · Dining

VOLUNTEER / RAFFLE / CART (EACH) — $4,000

4 golfers. Your logo on volunteer attire, the raffle signage or every golf cart, and your name in the Unison News thank-you.

4 golfers · Signage · Unison News

PRIZES / TEE GIFT (EACH) — $3,000

2 golfers. Your logo on the prizes table or the golf balls, and your name in the Unison News thank-you.

2 golfers · Unison News

PREMIUM HOLE (4 AVAILABLE) — $3,000

2 golfers. Exclusive signage on your hole, the chance to host a contest there, and your name in the Unison News thank-you.

2 golfers · Hole · Signage

$50K HOLE-IN-ONE (1 AVAILABLE) — $2,500

2 golfers. Exclusive signage on the hole-in-one hole, and your name in the Unison News thank-you.

2 golfers · Hole · Signage

COURSE FOOD — $2,000

2 golfers. Signage at the on-course food station, and your name in the Unison News thank-you.

2 golfers · Signage · Dining

HOLE SPONSOR (11 AVAILABLE) — $2,000

2 golfers. Exclusive signage on your hole, and your name in the Unison News thank-you.

2 golfers · Hole · Signage



EVENTS & SPONSORSHIP

GALA & LUNCH AND LEARN SPONSORSHIP

EVENING OF ELEGANCE GALA

Saturday, April 10, 2027

Unison at Veiner Centre, 225 Woodman Ave SE, Medicine Hat

Celebrate seniors across Medicine Hat with an Evening of Elegance: cocktails, dinner and comedian Gery Schubert, with 50/50 draws, raffle prizes and a cash bar. Sponsorship puts your business in a room full of engaged community members, local leaders and longtime Unison supporters, and supports food security, refuge from elder abuse and reducing isolation.

- Expected attendance: 250
- Tickets $100/person or $700/table
- Founding sponsor opportunities available
- Recognition on social media, Unison News, e-newsletter, Pattison outdoor ads and Eventbrite

TITLE SPONSOR — $5,000

"An Evening of Elegance, presented by you." Name & logo on tickets, program and all advertising. 1 free table of 8 and a dedication during the gala.

8 tickets

ENTERTAINMENT SPONSOR — $3,000

"An Evening of Entertainment, presented by you." Name & logo in the program and all advertising. 4 tickets.

4 tickets

WINE SPONSOR — $2,500

"An Evening of Wine." Name & logo on all wine bottles, the program and all advertising. 4 tickets.

4 tickets

MEAL SPONSOR — $2,500

"An Evening of Dining." Name & logo on table cards, the program and all advertising. 4 tickets.

Dining · 4 tickets

DÉCOR & CENTREPIECE SPONSOR — $1,500

Name & logo on centrepiece cards at every table and in the program. 2 tickets.

2 tickets

PROGRAM & PRINTING SPONSOR — $750

"Printing generously provided by" your name, with logo on the program.

FRIEND OF UNISON — $500–$1,500

A contribution of your choice, thanked during the gala and on social media, Unison News and the newsletter.

Unison News

Sponsorship contact: **Tammy Poole**, Event Coordinator · tammyp@unisonalberta.com

LUNCH & LEARN SPONSORSHIP SERIES

Up to 4 lunches a year (roughly quarterly) · pilot program

Kerby Café, Unison at Kerby Centre, Calgary

Small, hosted luncheons each anchored to one theme (Homecare, Wellness, Housing, Financial Planning, Safety & Fraud Prevention and more) with one vetted sponsor per event. This is not a sales event: Unison moderates every session so seniors can learn, ask questions and connect at their own pace, and sponsors take part as invited community experts.

- 15–35 seniors per lunch, hand-selected by program staff to match your service and theme
- Format (60–75 min): welcome, your segment, 30–40 min of facilitated Q&A and table conversation, close and next steps
- Opt-in contact list of attendees who consent to follow-up, delivered within 3 business days
- Social posts within 48 hours; Shared Table and up may register 5–10 of their own clients

WARM WELCOME — $900

~15 seniors. 5-minute intro as invited expert, logo on table cards & signage, 1 post-event social post, opt-in contact list.

Signage · 15+ seniors

SHARED TABLE — $1,100

~20 seniors. 7-minute story segment + Q&A, branded info card at each table, one-page impact summary, 2 social posts.

Presentation · 20+ seniors

GATHER & GROW — $1,500

~30 seniors. 15-minute conversation segment, optional branded giveaway, write-up in Unison News, 2 social posts with photos.

Presentation · 30+ seniors · Unison News

PREMIER IMPACT — $2,000

~35 premium-curated seniors. 20-minute interactive segment, branded display area, sponsor profile in Unison News, 3 social posts, optional e-newsletter mention.

Presentation · Unison News

READY WHEN YOU ARE

SPECS, DEADLINES & HOW TO BOOK

FILE REQUIREMENTS

- High-resolution CMYK PDF preferred
- JPEG, TIFF and PNG also accepted
- Registration black only (no four-colour black)
- No crop marks
- Files must match the exact size specifications
- Articles submitted as Word documents; may be edited to Canadian Press style

UPCOMING UNISON NEWS DEADLINES

ISSUE	THEME	AD DUE
December 2026	Holiday Giving	November 13, 2026
January 2027	Connections	December 4, 2026

Ask us for the full 2027 editorial calendar.

BOOK IN THREE STEPS

1. **Open an option**
   Print, classifieds, digital, Directory, events and add-ons.
2. **Tick what you like**
   Each choice collects in “My Selections”.
3. **Review & send**
   Add notes and your details. We confirm availability within one business day.

SCAN TO BROWSE & BOOK
advertisewithunison.ca

Need a different mix? Most of our best partnerships are custom-built across print, TV, e-newsletter, workshops and the Directory, with rate protection for multi-year partners.

TALK TO OUR TEAM

Wilton Otto
Advertising & Partnerships Coordinator
wiltono@UnisonAlberta.com

Mel Lefebvre
Communications Manager
mell@UnisonAlberta.com

Terms & conditions
Scan to read, or visit
advertisewithunison.ca/terms

1973

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Charitable # 11897 9947 RR0001



Unison News
33,000 copies every month



Services & Housing Directory
45,000 copies, print + flipbook



Seniors' Expo
Calgary & Medicine Hat



Charity Classic Golf
Sirocco Golf Club, Calgary

All rates are for the 2027 advertising year, before GST, and subject to change. Advertising outcomes vary; Unison Alberta does not guarantee results.