



Advertising Information Sheet

February 2023 – December 2023

Our business directory features businesses that members of the community access for a multitude of different needs, including trades, sponsors, solar, event rentals, arena/rink maintenance, and recreational facilities. The business directory is accessible through both our [website](#) and our bi-weekly ***Get Engaged!*** newsletter.

Get Engaged! is the Federation of Calgary Communities (The Federation)'s bi-weekly e-newsletter publishing at least 20 issues per year. Get Engaged! is sent to over 2,900 subscribers, including all our members, community association board members, partners, sponsors, donors, City Council, and more! The e-newsletter features short articles highlighting The Federation's programs and initiatives and useful information for our members.

The Federation offers a variety of workshops and training sessions for community association volunteers and leaders. These workshops cover a range of topics such as community engagement, governance, leadership, event planning, and more. The workshops are designed to help community association volunteers and leaders develop the skills and knowledge they need to effectively manage and lead their communities.

For more information or a sample e-newsletter, please contact communityrelations@calgarycommunities.com.

Advertisement Requirements/Criteria

Advertisements must follow a set of rules and criteria to be eligible for advertisement. The Federation of Calgary Communities reserves the right to deny any advertisements for not meeting the listed criteria. Advertisements must:

- Have value to communities-based organizations.
- Not advertise a business in an industry where the Federation has a conflict of interest or preferred provider (audit, insurance, banking, CRM, energy provider).
- Align with the Federation's values (i.e., the Federation will not promote products that are not in readers' best interest).
- No political organizations or ads that are political or controversial in nature.
- All ads are at the discretion of the Executive Director of The Federation.

Advertisement Pricing

Tier 1: Starter Package

What You Get	What We Need From You	Price
A listing in our business directory	Business name, logo, phone number and a 30-75 word write-up about what you do	FREE

Tier 2: Basic Package

What You Get	What We Need From You	Price
One (1) ad in the "sponsored content" section of Get Engaged!	Business name, logo & phone number One image/graphic, one 35-70 word write-up, one URL (where the button will take readers)	Members: Two free per year (\$15 thereafter)
		Non-Profits \$15
		For-Profit Business: \$50

Tier 3: Bulk Package

What You Get	What We Need From You	Price
One (1) ad in the "sponsored content" section of six (6) issues of Get Engaged!	Business name, logo & phone number One image/graphic, one 35-70 word write-up, one URL (where the button will take readers)	Members: \$45
		Non-profits: \$60
		For-Profit Business: \$200

Tier 4: Workshop Package

What You Get	What We Need From You	Price
Your logo/advertisement will be displayed on the final slide of one of our in-person or Zoom workshops with thanks from the presenter	Business name, logo & phone number Image/graphic for advertisement	For-Profit Business: \$100

Prices shown do not include GST. GST will be added at the time of purchase.

Payment Options – *Once a package has been decided, a SQUARE invoice will be sent to you. All payments must be processed using a Mastercard or Visa.*

DISCLAIMER: The Federation has the discretionary decision on what can be circulated to our members.