



2017 CALENDAR ADVERTISING AN OPPORTUNITY FOR SPONSORSHIP AND ADVERTISING

The Alberta Animal Rescue Crew Society (AARCS) is preparing to launch the very popular annual Animal Rescue Calendar; featuring 12 stunning photographic/graphic portraits of AARCS rescued animals. All funds raised from sponsorship and calendar sales will go towards helping even more animals in need.

We are looking for companies/organizations to purchase advertising spots in the calendar to cover the cost to produce the calendars. By being involved, you will be helping us raise funds for animal emergency costs, veterinary care, food and supplies. In addition, corporate sponsors will gain brand recognition among our rapidly growing support base. Calendars will be distributed to local businesses for distribution. AARCS typically circulates over 1000 calendars.

Ads will be placed on each calendar page, rates and sizes are as follows:

2017 **AARCS** Calendar **Advertising Opportunities**

File submission deadline is July 30th, 2016. Files can be emailed to amber@aarcs.ca.
If you require an ad to be designed for you, additional charges will be incurred.

<p>MONTHLY BLOCK AD</p> <p>W: 2.5" H: 2.5" 300dpi PDF or EPS format only</p> <p>\$195</p>	 <p>Any further advertising inquiries or questions can be directed to amber@aarcs.ca</p>	<p>BUSINESS CARD AD BACK PAGE</p> <p>W: 3.5" H: 2" 300dpi PDF or EPS format only</p> <p>\$100</p>
<p>MONTHLY BANNER AD</p> <p>\$495</p>		<p>W: 8.5" H: 2" 300dpi PDF or EPS format only</p>

Additional Benefits:

- Fosters corporate responsibility in supporting local charities
- Company name mentioned on social media (our Facebook page has over 70, 000 followers)
- Brand recognition with AARCS' rapidly growing volunteer/support base

CONTACT INFORMATION

Lindsay Black, Resource Development & Communications Coordinator
Email: Lindsay@aarcs.ca | PH: 403-250-7377
www.aarcs.ca
Registered charity Number 80718 8479 RR0001

ABOUT AARCS:

The Alberta Animal Rescue Crew Society (AARCS) is a registered, non-profit charity with a mission to improve the lives of animals by: rescuing and providing sanctuary to abandoned, surrendered or abused animals; assisting communities to achieve healthy and respectful relationships with animals; promoting responsible and compassionate guardianship; and advocating on behalf of all animals.



AARCS 2017 CALENDAR SPONSORSHIP ACCEPTANCE

Company Name: _____

Contact individual: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Email: _____

Sponsorship Level:

_____ Banner Ad (Monthly) \$495
Preferred month _____ (Please note we will do our best to accommodate request for specific months but cannot guarantee)

_____ Block Ad (Monthly) \$195

_____ Business Card Ad (Back Page of Calendar) \$100

Please return a copy of this form along with sponsorship cheque to (deadline is July 29th, 2016):

AARCS
Bay G, 3851 – 21 Street NE
Calgary, AB T2E 6T5

Lindsay Black
Resource Development & Communications Coordinator
Email: Lindsay@aarcs.ca
PH: 403-250-7377
www.aarcs.ca

Please send your completed .PDF or .EPS Ad (at 300dpi) to Amber at amber@aarcs.ca

Optional Ad Design provided by Amber at AARCS:

- Banner Ad: \$55.00
- Business Card Ad: \$45.00
- Block Ad: \$35

***All graphic elements and content to complete the custom advertisement must be provided to amber@aarcs.ca no later than July 29th, 2016. A proof will be emailed to you before the ad is finalized.**