

Advertising Kit



What is MOCA?

MOCA (Millican Ogden Community Association) is the community association who serves the communities of Ogden, Lynnwood and Millican Estates.

Why advertise with MOCA?

By advertising with MOCA, your services will not only be promoted locally but you will also be part of enhancing community life within communities MOCA serves. Your advertising dollars also remain with the community association.

Target Audience

Residents, businesses of Ogden, Lynnwood and Millican Estates and any of the users who frequent the Millican-Ogden Community Centre, Jack Setters Arena and the Southeast Calgary Community Resource Centre.

Distribution

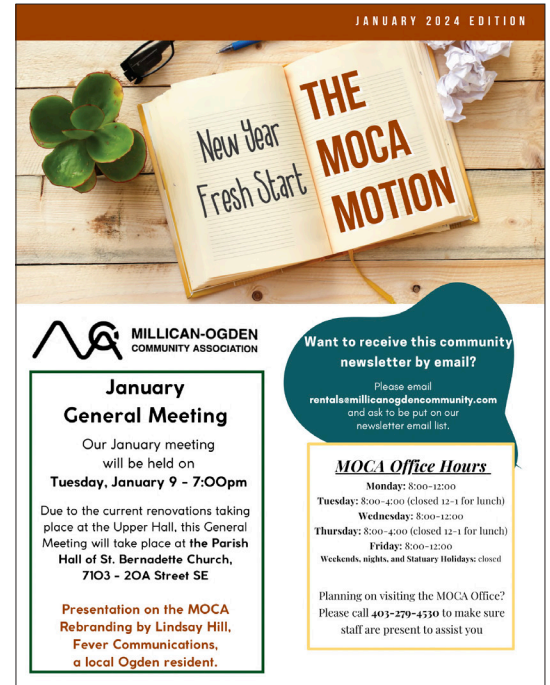
The MOCA Motion is distributed 11 times per year (Sept. through June- 10, July & August-1 edition). In efforts to reduce the consumption of paper, MOCA's monthly newsletter is distributed via:

- Digital Copy: email subscription to our community members and anyone who requests to be added to the distribution list
- Website where readers can download and the link is advertised on MOCA's social media streams
- Printed Copies to: MOCA Community Centre, Ogden Medical Clinic, Jack Setters Arena, SE Calgary Community Resource Centre, Lynnwood Medical Clinic, St. Augustine's Church, Momentum Health, Ogden 50+ Activity Club

Rates

MOCA is currently offering an introductory reduced rate until such time as we can expand readership and other offers such as including ads at the arena. (More information will be shared as it becomes available). All ads will be in color except for the classified ads. All ads will be located in the business section of the newsletter.

**"Classified ads" definition: Placing an ad with no images. Contains: Business name, contact info and 2-3 sentences for a description.



AD TYPE	1 Issues	3 Issue	5 Issue	11 Issues	*Prices do not include GST ** Classified Ads are 2-3 sentences and contact information *** Local = Ogden, Lynnwood, Millican Estates price as noted; Non-local = outside local zone, price an additional 20%
		3 % discount	5% discount	10% discount	
Quarter Page	\$40.00	\$116.40	\$190.00	\$396.00	
Half Page	\$55.00	\$160.05	\$261.25	\$544.50	
Full Page	\$75.00	\$218.75	\$356.25	\$742.50	
Classified Ad	\$25.00	\$72.75	\$118.75	\$247.50	

The MOCA Motion Advertising Agreement

1. Terms & conditions

- a. Advertisers will adhere to the advertising deadlines and specifications outlined above
- b. Payments must be received at the time of booking (Cash, Cheque, Visa, MC, Debit) *\$30 fee will apply on NSF cheques
- c. The advertiser is responsible for ad creation, submission and any adjustments to their ad
- d. MOCA is not responsible for any errors within the ad
- e. MOCA and MOCA's affiliates are not liable for any misrepresentation or any fees from service providers such as Facebook, Twitter, GoDaddy, Word Press, Canva
- f. Submissions: emailed to generalmanager@millicanogdencommunity.com. When submitting your ad, send in either PDF or JPEG to the appropriate size. If sent in PDF, MOCA will convert to a JPEG. (*MOCA is not responsible for resolution during conversion)
- g. Advertising deadlines Submissions for the newsletter are due the 1st Wednesday of each month for the next month. IE: October edition is due 1st Wednesday in September

2. Select ad size (and total amount owing)

SIZE	<input checked="" type="checkbox"/>	1 Issue	<input checked="" type="checkbox"/>	3 Issues	<input checked="" type="checkbox"/>	5 Issues	<input checked="" type="checkbox"/>	11 Issues
Quarter Page		\$40.00		\$116.40		\$190.00		\$390.00
Half Page		\$55.00		\$160.05		\$261.25		\$544.50
Full Page		\$75.00		\$218.75		\$356.25		\$742.50
Classified Ad		\$25.00		\$72.75		\$118.75		\$247.50
GST 5%	+							
Total Owing	=							

*GST registration #10770272-RT0001

**Send or drop off the signed agreement and payment to:
 Millican Ogden Community Association 6901 20A Street SE Calgary, AB T2C 0R5
 Office hours M-F 1-4pm; after hours- mail slot on the office door
 Office main phone: 403-279-3973 Office main email: rentals@millicanogdencommunity.com

3. Select newsletter edition to advertise in ()

<input type="checkbox"/>	Nov '19	<input type="checkbox"/>	Dec '19	<input type="checkbox"/>	Jan '20	<input type="checkbox"/>	Feb '20	<input type="checkbox"/>	Mar '20	<input type="checkbox"/>	Apr 20'	<input type="checkbox"/>	May 20'	<input type="checkbox"/>	Jun '20	<input type="checkbox"/>	Jul/Aug '20	<input type="checkbox"/>	Sept '20	<input type="checkbox"/>	Oct '20
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4. Acknowledgement

By signing this agreement, I/we agree to the terms & conditions set forth for advertising in the Millican Ogden Community Association's newsletter, MOCA Motion.

Signature:		Date:	
Name:		Company:	
Phone:		Email:	

Thank you for supporting the Millican-Ogden Community Association