



## OALA Advertising Packages

*Pricing adjustments may be made at the discretion of an approved OALA representative. Member Partner Pricing is offered at a 20% discount compared to Non-Member Vendor rates.*

---

### Website Banner Ads

#### Left Side Panel Ads (160 x 600 px)

- **Member Partner Pricing:** \$400/month
- **Non-Member Vendor Pricing:** \$500/month

#### Bottom of Page Ads (728 x 90 px)

- **Member Partner Pricing:** \$320/month
  - **Non-Member Vendor Pricing:** \$400/month
- 

### E-Newsletter Ads

#### E-Newsletter Content Ad (600 x 100 px)

- **Member Partner Pricing:** \$400 per edition
  - **Non-Member Vendor Pricing:** \$500 per edition
- Limit: Two editions per month*
-

## Dedicated Email Advertising

Send a dedicated email directly to the OALA list to promote your company.

- **Member Partner Pricing:** \$1,400 per email
  - **Non-Member Vendor Pricing:** \$1,750 per email
- 

## Social Media Advertising

### Standard Post

- **Member Partner Pricing:** \$400 per post
- **Non-Member Vendor Pricing:** \$500 per post

### Boosted Post

*(Includes \$100 ad spend)*

- **Member Partner Pricing:** \$500
  - **Non-Member Vendor Pricing:** \$625
- 

## Custom Advertising Packages

### Visibility Package

*(Includes Left Side Panel Ad + 1 E-Newsletter Content Ad)*

- **Member Partner Pricing:** \$720/month
- **Non-Member Vendor Pricing:** \$900/month

### Engagement Package

*(Includes Bottom of Page Ad + Standard Social Media Post + Dedicated Email)*

- **Member Partner Pricing:** \$1,980/month
- **Non-Member Vendor Pricing:** \$2,500/month

### Outreach Package

*(Includes Left Side Panel Ad + Boosted Social Media Post + 2 E-Newsletter Content Ads)*

- **Member Partner Pricing:** \$1,400/month

- **Non-Member Vendor Pricing:** \$1,750/month
- 

## Multi-Run Campaign Discounts

Discounts are available for campaign commitments of 6 runs or longer:

- **6-Run Campaign:** 5% discount on total cost
  - **12-Run Campaign:** 10% discount on total cost
- 



## Ad Design Services

The Tiber Group is the designated design agency for all ads produced for the site unless otherwise provided by the advertiser. Design services are available at a rate of \$200 per piece.

The Tiber Group specializes in marketing for healthcare and senior living communities. Should you be interested in additional support, you can reach out to [jackie@thetibergroup.com](mailto:jackie@thetibergroup.com) directly to discuss further.

20 E. Broad Street, Suite 600, Columbus, OH 43215 | (859) 469-2564 |  
[Info@thetibergroup.com](mailto:Info@thetibergroup.com)