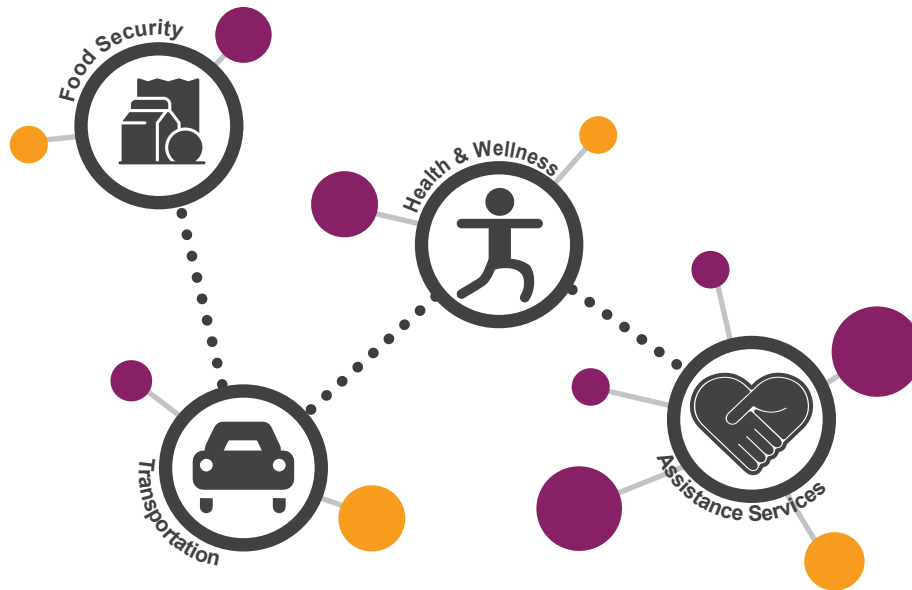


# Who Is Sound Generations?

Since 1967, Sound Generations has established itself as the leading non profit organization, serving older adults and adults with disabilities in King County. Annually we support over 50,000 individuals on their aging journey through community connections and accessible services.

## What does Sound Generations Do?

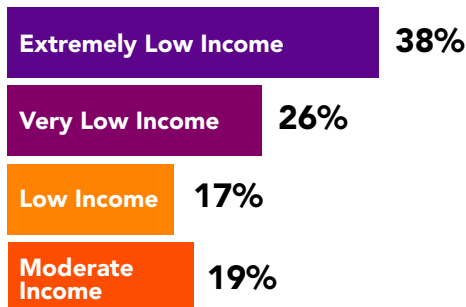
Sound Generations offers twelve programs through multiple community partner sites, including five senior centers. We are constantly expanding our awareness of what the needs of our constituents are through our focus on Food Security, Transportation, Health & Wellness, and Assistance Services. We pride ourselves on including and understanding the needs of our under-resourced and marginalized communities.



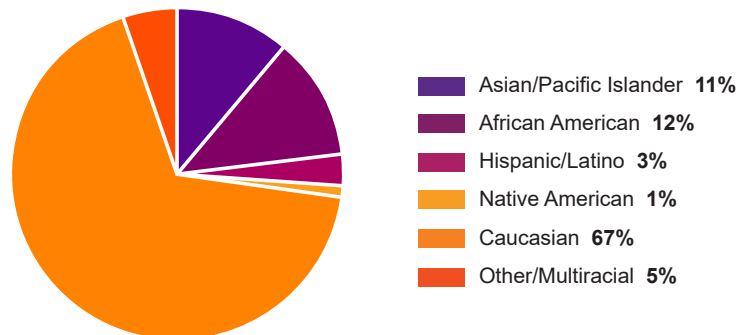
In King County, older adults will represent almost one-quarter of the adult population by 2025. One in four 65 year olds will live past the age of 90. While we celebrate the increased life span, maintaining health while aging comes with a price.

## Client Demographics: Who We Serve

Income Demographics



Race/Ethnicity



\*Graph based off of 2019 Statistics

# Advertising Opportunities

Are you looking for ways to achieve your goals through awareness and engagement to drive new business for a service or product?

By advertising with Sound Generations, you can reach hundreds of thousands of people across King County. We offer a multitude of ways to build your brand image or increase sales.

## Window Advertisements

Promote your brand in the heart of Downtown just blocks away from one of Seattle’s top attractions, Pike Place Market. We offer a 26.5” by 29.5” blank window space for you to share an upcoming opportunity, new product, or simply let people know who you are and what you do.

## Van Wraps

Our Meals on Wheels Vans travel throughout King County five days a week from as far south as Enumclaw as far north as Shoreline Bothell area, as far east as North Bend, and as far west as Vashon Island.

## Website

Add your linked logo to our support bar to increase reach and awareness for your services or products.

## Newsletter Ads

Choose a full page, half page, or quarter page ad to be included in one of 3 newsletters throughout the year that get sent to over 8,000 people.

## Event Program Ads

Purchase a full page, half page, or quarter page ad that will be showcased in our printed event brochures, highlighted in our event program and distributed to all participants and attendees.

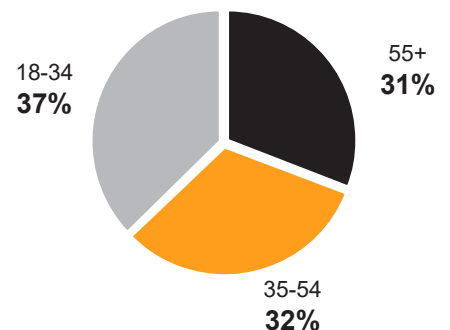
Sound Generations Website Statistics (As of October 2021)



Average time spent on the site is **2m 13s**  
 Users visit an average of **2.28** pages  
 On average, we see **4,700** users per month

- New Visitors **81.7%**
- Returning Visitors **18.3%**

Website Visitors By Age Group



# Van Wrap, Window, & Website Ads

See below for detailed information regarding the rates for van wrap, window, and website advertisement opportunities that Sound Generations has to offer.



\*Example of a van wrap for Meals On Wheels

## All Vehicles, Monthly Rates

<b>2'x2' Decal</b>	<b>\$1,500</b>
<b>3.5'x3.5' Decal</b>	<b>\$2,500</b>
<b>5'x5' Decal</b>	<b>\$4,000</b>
<b>Meals on Wheels Van Wrap (one-time)</b> (Annual Maintenance Fee \$1,500)	<b>\$20,000</b>

## Window Advertising, Monthly Rates

<b>Quarter Window (1 Panel)</b>	<b>\$2,500</b>
<b>Half Window (2 Panels)</b>	<b>\$4,000</b>
<b>Full Window (4 Panels)</b>	<b>\$9,000</b>

## Website Advertising, Annual Rates

<b>Hyperlinked Logo</b>	<b>\$500</b>
<b>Website Banner (Full Width by 60px)</b>	<b>\$2,500</b> (top banner) <b>\$1,500</b> (bottom banner)



# Newsletter & Event Program Ads

We would be honored to have you as an advertiser in our newsletters and program catalogs. The catalogs are distributed at events and attendees are comprised of our corporate partners, community stakeholders, donors, and volunteers.

The following advertisement sizes are available:

<p><b>Full Page</b> Event Program <b>\$900</b> 5"w x 8"h</p> <p>Newsletter <b>\$1,200</b> 6.5"w x 9.5"h</p>	<p><b>Half Page</b> Event Program <b>\$500</b> 5"w x 4.625"h</p> <p>Newsletter <b>\$800</b> 6.5"w x 4.625"h</p>	<p><b>Quarter Page</b></p> <p>Vertical or Horizontal Option</p>	<p>Event Program <b>\$300</b> Vertical Ad 2.5"w x 4.625"h Horizontal Ad 5"w x 2.3125"h</p> <p>Newsletter <b>\$450</b> Vertical Ad 3.125"w x 4.5"h Horizontal Ad 6.5"w x 2.3125"</p>
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Please note the orientation and dimensions and make sure your ad fits into the ad size of your choice. Your ad must be **high quality (300dpi)** and in PDF, PNG, or EPS format. Full bleed sizes available upon request.

**Please submit your ad by the following dates to ensure ad inclusion in the newsletter or event program catalogue:**

<p><b>IPAA Luncheon</b> May 15, 2022</p>	<p><b>Game On</b> July 15, 2022</p>	<p><b>Golden Gala</b> September 15, 2022</p>	
<p><b>Winter 2022</b> January 17, 2022</p>	<p><b>Spring 2022</b> April 1, 2022</p>	<p><b>Summer 2022</b> September 15, 2022</p>	<p><b>Fall 2022</b> September 15, 2022</p>

**Please send payment to Sound Generations:**

ATTN: Mackensie Lewis  
2208 2nd Avenue Ste. 100  
Seattle, WA 98121

**For digital submission, please email:**

Mackensie Lewis, Mission Engagement Associate  
mackensiel@soundgenerations.org

Ad Contact Person: \_\_\_\_\_ Signature: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_