



Sage's Directory of Senior Services is the most comprehensive resource of seniors services, housing and information in the greater Edmonton region. Curated and published by Sage since 1984, the Directory has established excellent brand recognition and a loyal following .

Over 200 pages of listings in categories ranging from seniors housing to health makes the Directory the go-to resource for thousands of seniors, professionals, and caregivers.

**The Directory is an essential easy-to-access A-Z listing of senior services, from a trusted source.**

“I have had [a Directory] every year for years and use it every week. I have found my last two residences from the Directory, all of the important numbers I want and need are in there – it is my phonebook, my treasured resource and I feel lost without it.”

## WHY IT'S IMPORTANT

Finding and accessing seniors' services—especially for the first time and often in times of stress—can be overwhelming. Many individuals and families simply don't know where to begin. Sage's Directory serves as a trusted, go-to resource that helps people navigate a complex system with greater ease and confidence. From individuals and families to health care and housing providers across the seniors-serving sector, countless people rely on the Directory to connect with the right supports at the right time.

## HOW IT WORKS

Sage coordinates the listings\* directly with senior-serving organizations to compile current and accurate information. Private/for-profit organizations receive a complimentary listing with the purchase of an ad, eligible not-for-profits receive a listing for free.

Sage works with the fantastic team at Great West Media LP to provide a high level of service to Directory Advertisers. With their extensive experience in ad sales for publications such as the Edmonton Prime Times, they are experts in their field.

Once printed, the Directory is distributed through an established network of community locations, service providers and public racks.

\*Listing content is limited to a specific format, content guidelines and length. Sage reserves the right to edit listing content.

## Directory At A Glance

Audience	Seniors, caregivers, professionals serving seniors.
Frequency	Annual. Next Release date: October 15, 2025.
Circulation	45,000 print copies, and a digital copy available online (10-20,000 views).
Scope	Over 200 pages of resources in multiple categories.
Distribution	Public stands in grocers, pharmacies, etc., and delivery to hundreds of senior-serving organizations.
Unique Value	<ul style="list-style-type: none"><li>• from a trusted source</li><li>• comprehensive</li><li>• free and available</li><li>• a printed publication</li></ul>



SEE THE DIRECTORY ONLINE AT  
[WWW.MYSAGE.CA/PUBLICATIONS/DIRECTORY](http://WWW.MYSAGE.CA/PUBLICATIONS/DIRECTORY)

## DIRECTORY LISTING CATEGORIES

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- Caregiver Support
- Consumer Resources
- Elder Abuse
- Emergencies & Preparedness
- Essential Numbers
- Estate Planning
- Food Security
- Funeral Arrangements
- Financial:
  - Federal & Provincial Benefits
  - Income Tax
  - Credit & Debt Services
- Health Services & Supports:
  - Alberta Health Services
  - Counselling & Mental Health
  - Dental care
  - Medial Equipment & Mobility Aids
  - Optometry
  - Podiatry & Footcare
  - Rehabilitation
- Help at Home:
  - Care Services
  - Meal & Grocery Services
  - Home Services
- Home Relocation & Moving Services
- Housing Listings & Resources
- Immigrant Services
- Learning & Literacy
- Legal Information & Services
- LGBTQIA2S+ Resources
- Libraries
- Outreach & Support Services
- Safety & Security
- Pets
- Recreation
- Seniors' Centres, Clubs & Groups
- Seniors' Information Services & Advocacy Groups
- Transportation & Driving
- Volunteering Resources

## ABOUT SAGE

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Sage Seniors Association (Sage) is a community-based senior-serving not-for-profit that works with the strengths of individuals and communities in the greater Edmonton area.

Guiding a holistic spectrum of services and programs is a vision of a community where all seniors are valued and have the opportunity to live according to their beliefs, abilities, and aspirations.

### Sage Seniors Association

15 Sir Winston Churchill Square  
Edmonton, AB T5J 2E5  
[www.mysage.ca](http://www.mysage.ca)

General Line:  
780.423.5510  
[info@mysage.ca](mailto:info@mysage.ca)

Directory Info:  
780.701.9006  
[directory@mysage.ca](mailto:directory@mysage.ca)

# Advertising in the Directory

**TO BOOK AN AD**, PLEASE CONNECT DIRECTLY WITH

Kristel Cowley at Great West Media LP:

Email: [kcowley@greatwest.ca](mailto:kcowley@greatwest.ca)

Office: 780.418.5222 Cell: 780.722.2590

**FOR YOUR TEXT LISTING**, CONTACT SAGE

Email: [directory@mysage.ca](mailto:directory@mysage.ca)

Phone: 780.701.9006

Ad Sales Open: **May 1, 2025**

Booking Deadline: ~~July 16, 2025~~ Extended to July 30

Ad Copy Deadline: ~~July 30, 2025~~ Extended to August 11

Publication Release date: **October 15, 2025**

Covers	Width x Height	Colour
Full Page Inside Cover <b>SOLD</b>	6.8" x 8.8"	\$3760
Full Page Back Cover <b>SOLD</b>	7.564" x 9.771"	\$4738

Body	Width x Height	Colour	B/W
Full Page	6.8" x 8.8"	\$3348	\$3148
Half Page Horizontal	6.8" x 4.3"	\$2060	\$1860
Half Page Vertical	3.25" x 8.8"	\$2060	\$1860
1/4 Page Vertical	3.28" x 4.34"	\$1288	\$1138
1/4 Page Banner	6.8" x 2.1"	\$1288	\$1138
1/8 Page Business Card	3.25" x 2.1"	\$715	\$640
1/8 Page Banner	6.8" x 1"	\$715	\$640



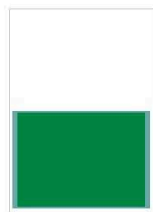
Full Page

6.8" x 8.8"



1/2 Vertical

3.25" x 8.8"



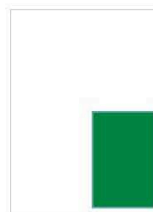
1/2 Horizontal

6.8" x 4.3"



1/4 Horizontal

6.8" x 2.1"



1/4 Vertical

3.25" x 4.3"



1/8 Banner

6.8" x 1"



1/8 Horizontal

3.25" x 2.1"