

Nanaimo Parks, Recreation and Culture

Activity Guide Advertising Information



- There are **25,000** copies of the **Activity Guide** distributed for residents from Nanoose Bay to Cedar 2 times a year (September to March and March to August).
- The entire **Activity Guide** is posted online and viewable in a “turn page” format within the City’s website (www.nanaimo.ca)
- The **Activity Guide** is a publication for **ALL AGES**.
- The **Activity Guide** is full of a variety of activities, including swimming and skating schedules, recreational programs and other community information.
- Parks, Recreation and Culture clients tend to keep the **Activity Guide** in their home on average of 6 months.

For more information, please contact
Hannah King
250.755.7523/askprc@nanaimo.ca



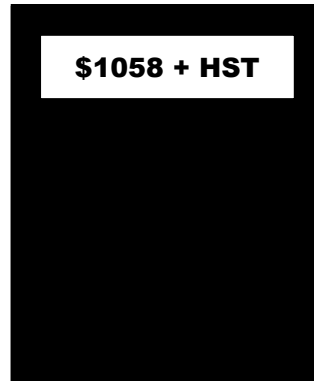
Advertising Rates & Sizes for the Activity Guide



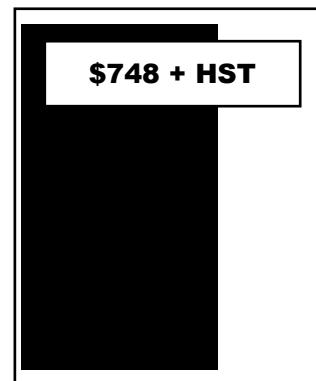
INSIDE FRONT COVER
(full bleed)
(full colour, gloss)
8.25" x 10.5"



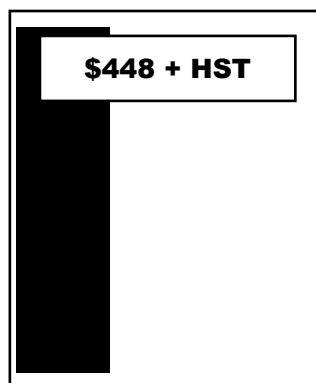
INSIDE BACK COVER
(full bleed)
(full colour, gloss)
8.25" x 10.5"



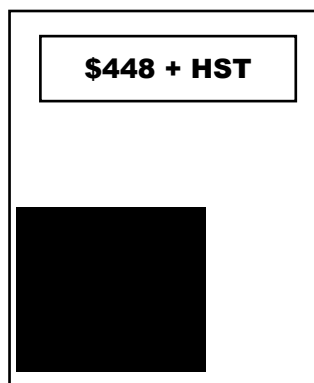
INSIDE FULL PAGE
(b&w, full bleed;
spot colour
available at extra cost)
8.25" x 10.5"



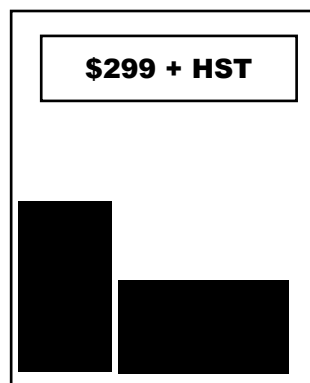
2/3 PAGE
4.75" X 8.5"



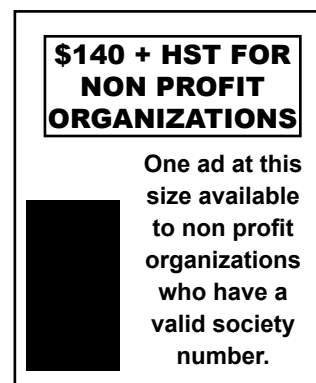
1/3 PAGE (column)
2.375" X 8.5"



1/3 PAGE (square)
4.625" X 4.2"



1/6 PAGE column
(2.375" X 4.2") or
horizontal
(4.2"x 2.375")



1/6 PAGE
(vertical only)
4.2" X 2.375"

Stretch Your Advertising Dollar

If you buy more than one ad per edition, receive 10% off the second and any subsequent ads.
(profit advertisers only; inside ads only; smaller ad discounted; some conditions apply)

Camera Ready Ad Specifications:

- ad must be built to the proper dimensions
- ad must be submitted in either a PDF, EPS, AI, PSD or high quality JPG
- ad must be in black and white unless purchasing the spot colour option
- (Spot colour for Fall 2012/Winter 2013 edition will be Pantone Solid Uncoated 370 U - Green
- inside and outside cover ads must be in cmyk format with 1/8" bleed and supplied in .PDF, EPS, AI, PSD or high quality JPG

Advertisers assume responsibility for proofing and accuracy of information

Spot Colour available for an additional \$50;
Web/Email links from Activity Guide PDF to your website or email \$25



250-756-5200
www.nanaimo.ca

ADVERTISEMENT INFORMATION/CONTRACT

DATE _____

DISCLAIMER:
Proof will not be provided until a deposit of 50% is made.

Name of Business _____

Address _____

Contact Name _____ Email _____

Phone _____ Fax _____

AD SIZES/OPTIONS

- 1/6 page non profit \$140 (1st ad only with non profit #)
- 1/6 page \$299
- 1/3 page \$448
- 2/3 page \$748
- full page inside \$1058
- inside front cover \$1650 (full bleed; full colour)
- inside back cover \$1485 (full bleed; full colour)
- spot colour \$50
- web/email link \$25
- design charge \$50 (for new artwork only; 2 proofs)

- camera-ready ad
- design services required
- use existing ad copy

PREFERRED PLACEMENT

First Choice _____

Second Choice _____

Ad Cost _____

HST _____

Total Amt. Due _____

Due By _____

Payment By

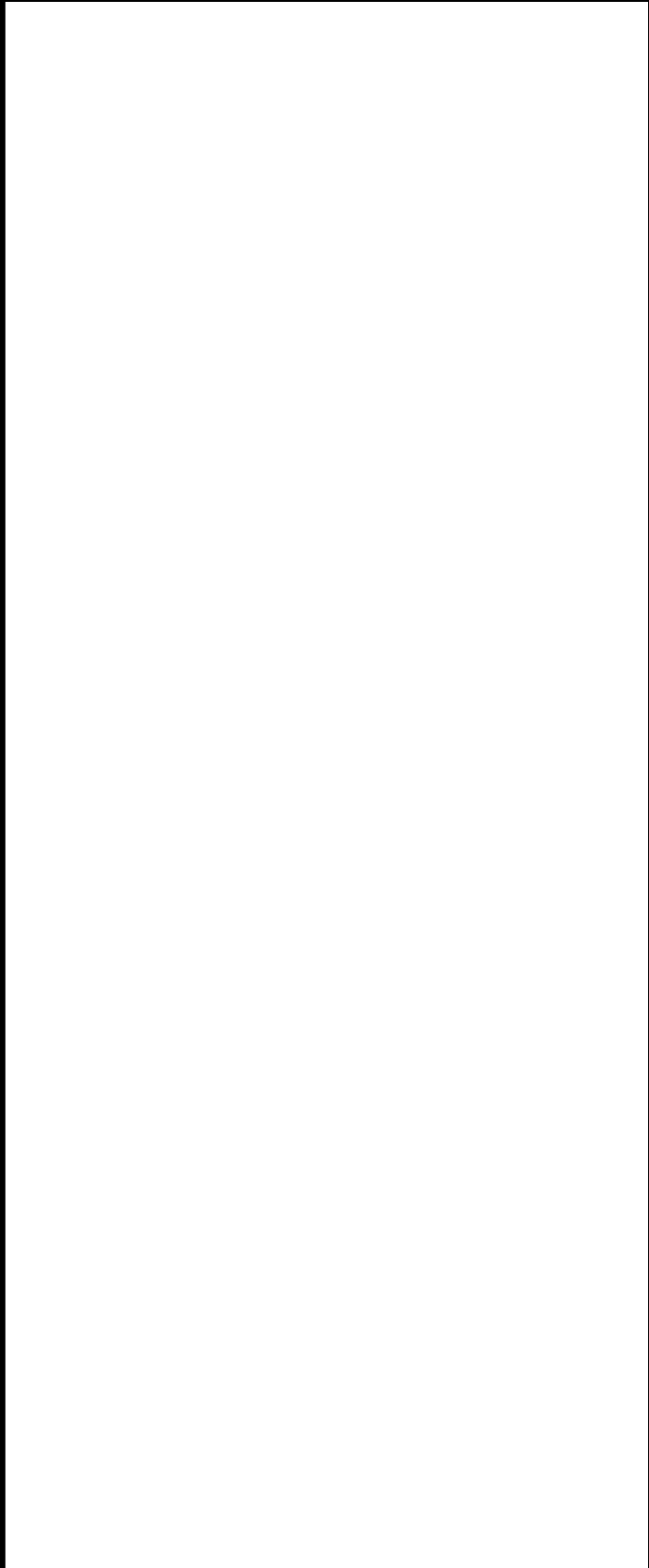
- Cheque # _____
Please make cheques payable to "City of Nanaimo"
- MC # _____
expiry _____
- Visa # _____
expiry _____
- Cash

50% due upon contract signing

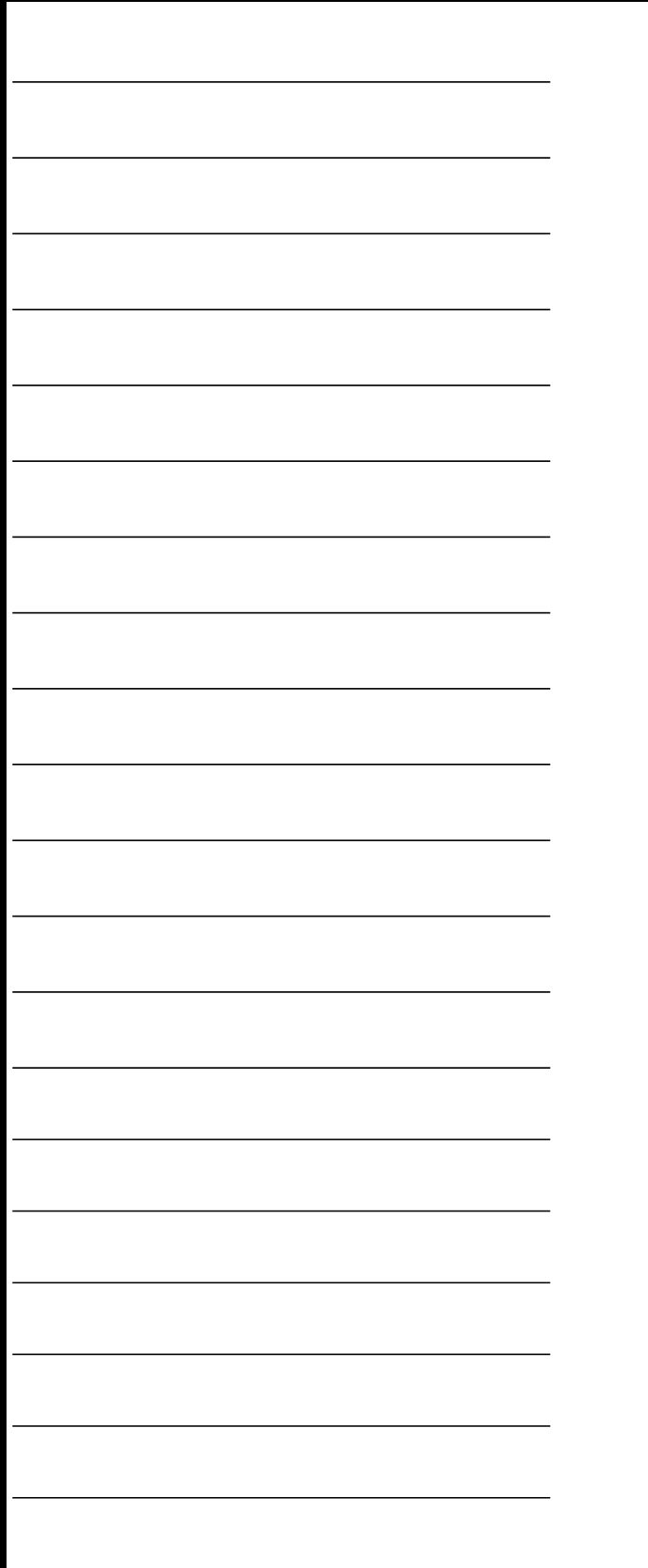
ADVERTISING REPRESENTATIVE SIGNATURE _____

CUSTOMER SIGNATURE _____

LAYOUT INFORMATION



NOTES



ADVERTISING

Terms of Agreement

Advertising in the City of Nanaimo's Activity Guide offers your organization a great opportunity to reach an audience that enjoys a wide range of recreation activities.

AD CONFIRMATION AND PAYMENT

- The completion and signing of the "Advertising Information/Contract" form by the business/organization requesting advertising space in the Activity Guide confirms that ad purchase. By signing that form, the organization/business requesting advertising space understands the guidelines and indicates that they are in agreement with them.
- Invoices for advertising will be mailed out immediately to the advertising organization once the Activity Guide is distributed to the public.
- **All advertisers** are required to pay 50 percent of their ad at the time when they sign their "Advertising Information/Contract" form. Failure to do so may result in their ad not being placed. The remaining 50 percent is due within 60 days of receiving the final invoice.
- Any payments not received within 90 days of receipt of invoice will be sent to a collections agency.

AD CONTENT

- The City of Nanaimo reserves the right to reject any advertising proposal and to select advertisers based on criteria established by the City that may include but is not limited to compatibility of products and services advertised with Nanaimo Parks, Recreation and Culture programs, remuneration to the City and availability of advertising space in the Activity Guide.

AD PLACEMENT

- Ad placement within the Activity Guide is at the discretion of the City of Nanaimo. Every effort is made to place ads within the sections of the guide that are compatible with the products and services advertised; however, ads are accepted on a first come, first served basis. Ad space is limited, and the City of Nanaimo cannot guarantee acceptance of an advertisement in a specific location.

AD CANCELLATION

- Should an organization wish to cancel the ad after signing the "Advertising Information/Contract" form, the organization is liable for full payment of the ad.