

NANAIMO PARKS, RECREATION & CULTURE

Activity Guide

- **The Activity Guide is produced two times a year:**
 - Fall & Winter (Sep to Mar)
 - Spring & Summer (Apr to Aug)
- **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.**



For more information, please contact

The City of Nanaimo, Parks, Recreation & Culture

250.756.5200/parksandrecreation@nanaimo.ca

Advertising Rates & Sizes for the Activity Guide

\$1550

INSIDE FRONT COVER

full bleed; full colour
8.25" x 10.5"
(add .125" bleed)

\$1350

INSIDE BACK COVER

full bleed; full colour
8.25" x 10.5"
(add .125" bleed)

\$1100

INSIDE FULL PAGE

full bleed; full colour online
8.25" x 10.5"
(add .125" bleed)

\$600

1/2 PAGE
full colour
7.25 x 4.2"

\$400

1/4 PAGE
full colour
3.6" x 4.2"

\$250

One ad at this size available to non profit organizations who have a valid society number.

1/4 PAGE (non profit)
full colour
3.6" x 4.2"

ADVERTISING DEADLINES

SPRING/SUMMER

- Booking: Wed, Jan 22
- Artwork: Wed, Jan 29

FALL/WINTER

- Booking: Tue, Jul 3
- Artwork: Tue, Jul 10

Camera Ready Ad Specifications:

- colour ads must be submitted in CMYK with fonts outlined
- ad must be built to the proper dimensions
- ad must be submitted in either a PDF, EPS, AI, PSD or high quality JPG
- 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

All ads are full colour!

ADVERTISEMENT CONTRACT

DATE _____

PLEASE NOTE:
Payment is required at time of booking.

Name of Business _____

Address _____

Contact Name _____ Email _____

Phone _____ Website (if applicable) _____

AD SIZES/OPTIONS (prices include GST)

AD PRICES

- 1/4 page non profit \$250.00
- 1/4 page \$400.00
- 1/2 page \$600.00
- full page inside \$1100.00
- inside back cover \$1350.00
- inside front cover \$1550.00

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

Ad Cost _____

Payment By

Cheque # _____

Please make cheques payable to
"City of Nanaimo"

MC # _____

Cardholder Name: _____

expiry _____

CVV _____

Visa # _____

Cardholder Name: _____

expiry _____

CVV _____

Cash

CUSTOMER SIGNATURE _____

Please send your completed sales contract to:

Bowen Complex, 500 Bowen Rd., Nanaimo BC V9R 1Z7
250.756.5200

You can also email it to:

parksandrecreation@nanaimo.ca



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 once the contract has been signed and returned.
- **All advertisers** are required to pay for their ad fully once they receive their invoice. Failure to do so may result in their ad not being placed.

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 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. Ads will not be placed on program content pages but at the end of sections/areas of interest. Advertisers will be able to request section placement, and every effort is made to place ads as requested. Ads are accepted on a first come, first served basis. Ad space is limited.

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.



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