

# ADVERTISING PACKAGE LEISURE GUIDE

REACH THE COMMUNITY  
OF NORTH VANCOUVER





## About the Leisure Guide

NVRC produces two Leisure Guides each year; a Spring/Summer Leisure Guide and a Fall/Winter Leisure Guide. This is a great opportunity to reach active or artistic local residents at all stages of their lives who are committed to a healthy, active lifestyle and who join in cultural activities.

**Customers pick up guides in NVRC facilities, libraries municipal buildings, community centres, coffee shops and via the North Shore News stands.**

## North Vancouver Recreation & Culture Commission

The North Vancouver Recreation and Culture Commission is dedicated to creating a welcoming and safe environment where everyone can participate in a wide range of recreational opportunities regardless of age, ability, background and economic status. We know recreation is vital to the overall health, wellness and spirit of our community. That's why we strive to connect people to each other and to their community in a positive way.

We are funded in part by the District and the City of North Vancouver. With the invaluable assistance of our volunteers, community organizations and partners, the North Vancouver Recreation and Culture Commission has served one of Canada's most active communities for more than 40 years.

We are proud to provide high quality programs and services that enhance the quality of life for North Vancouver residents.

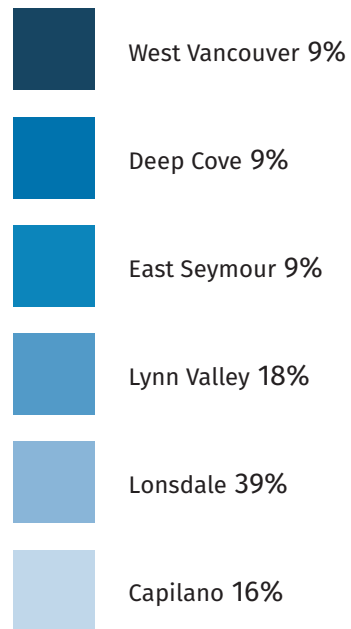
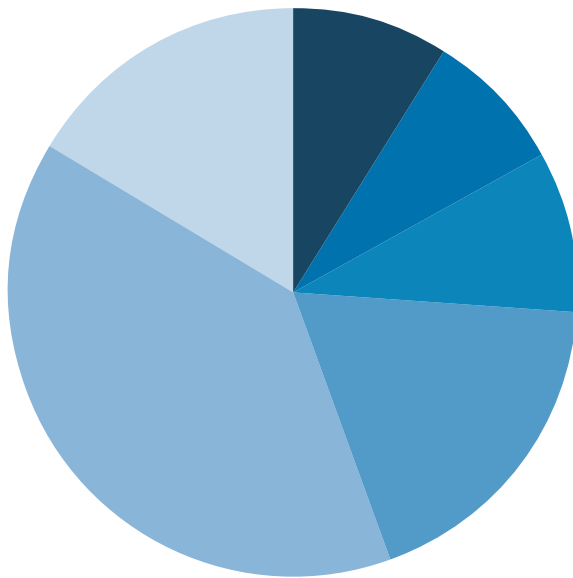
## Our Mission

We build healthy individuals, families and communities by providing and facilitating diverse, accessible recreation opportunities.



## LOCATION DEMOGRAPHIC

Who Reads the NVRC Leisure Guide



	DISTRIBUTION MONTH	NUMBER OF GUIDES PRINTED
Spring/Summer	February	18,000
Fall/Winter	July	18,000



## HIGH PARTICIPATION PROGRAM AREAS

### **Summer Outdoor Activities Program**

This program provides popular outdoor fitness classes, arts and culture activities. Examples are yoga, bootcamp, circuit training, concerts, painting and crafts.

### **Outdoor Tennis**

Kids love our outdoor tennis programs, they have a lot of fun learning the sport from our highly qualified instructor in a fun environment.

### **Spring Break Camps**

Spring Camps offer childcare options for parents during Spring Break and on Pro D days in North Vancouver schools.

### **Summer Camps**

Every summer thousands of North Vancouver families entrust their children to the care of our camps programs. Options range from part-day to full day and are available for children aged 5-12 years.



## HIGH PARTICIPATION PROGRAM AREAS

### **Aquatics**

We offer hundreds of swimming lessons every year. The majority of North Shore locals learn to swim with NVRC.

### **Hockey & Skate**

When winter comes it's time to lace up the skates and hit the ice. NVRC offers programs for toddlers to adults to learn this essential Canadian skill or play our national game.

### **Preschool Programs**

NVRC operates three Preschool amenities which are very popular due to the professional staff and innovative programs.

### **Senior's programs**

The social element is as important as the exercise in the range of programs we offer. NVRC provides specialist fitness, rehabilitation classes, dining, social and community programs.

**We are listening to the needs of our audience.  
Our clients enjoy the flexibility that an online guide provides.  
Optimized for mobile devices, our online guide is easily visible on our  
website and is published on our facebook page**



## ADVERTISING RATES

	Commercial	Non profit
*1/6: page	\$325	\$200
*1/3: page	\$550	\$350
*1/2: page	\$825	\$500
*Full page (grayscale)	\$1750	\$975
Inside cover (CYMK)	\$2750	N/A
Outside cover (CYMK)	\$3500	N/A
<b>Graphic Design Fee</b> (New or repeat with edits)	\$50 - \$100 depending on ad size	\$50 - \$100 depending on ad size
<b>Specific Placement</b>	10% of Advertisement Rate	10% of Advertisement Rate

\*Provide ads in print ready grayscale PDF and screen quality full colour JPG or PNG for our online guide.

## AD SUBMISSION SPECS

	Ad booking deadline	Graphic Design Services Deadline	Print Ready Artwork Deadline	Approximate In Facility Date
Spring/Summer Guide	October 24	November 14	November 28	February
Fall/Winter Guide	March 27	April 10	April 24	July

## FILE REQUIREMENTS & SUBMISSION

**New - supply a Black & White plus a full colour version for online use**

### Print: Black & White

Press quality grayscale PDF. All images should be 300 DPI. We do not guarantee the printed results of files not meeting these specifications. File formats accepted: PDF or EPS.

### Online: Full Colour

Screen quality resolution and file size. File formats accepted: JPG or PNG

### Graphic Design Services

We offer in-house graphic design services. To have us build your ad please supply vector logos, copy and high res imagery to: [kings@nvrc.ca](mailto:kings@nvrc.ca).

### Ad Renewal

If you would like to renew your advertisement with us, phone, fax or email confirmation.

### Advertising Content Guidelines:

- Advertisements must be consistent with the values and criteria established by the North Vancouver Recreation & Culture Commission.
- Advertisements should generally promote a healthy and active lifestyle for all citizens.

### Ad Placement

Space is limited; reserve ad space early to avoid disappointment! If you would like to secure guaranteed placement within a specific section there will be a 10% surcharge, first come, first served. Send your Advertising Agreement form to email: [kings@nvrc.ca](mailto:kings@nvrc.ca) Fax: 604 983 6343.

### Payment & invoicing

An invoice for all charges will be mailed. Payment is required within 30 day upon receipt of invoice, which will accompany a copy of the Leisure Guide.

**Cancellations:** Should you wish to cancel your ad after your agreement with us has been signed, you are still liable for the full payment of your ad.



## PRINT & SIZES

### 1/6 PAGE

2.2x4.6"

### 1/3 PAGE

4.6x4.6"

### 1/2 PAGE

7x4.6"

### FULL PAGE

Dashed line is bleed  
8.25x10.75"

Solid line is trim  
8x10.5"

Dotted line is safety area  
7x9.5"

### 1/2 PAGE COVER

Dashed line is bleed  
8.25x5.4"

Solid line is trim  
8x5.25"

### Specs

- PDF & PDF/x1-A
- All photos and graphics must be high-resolution 300 DPI



# ADVERTISING AGREEMENT FORM

## SPRING/SUMMER

**ORGANIZATION:** \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Fax #: \_\_\_\_\_ Non Profit #: \_\_\_\_\_

Invoice billing address if different: \_\_\_\_\_

### ADVERTISING AGREEMENT

By signing this agreement, I confirm that I wish to place an ad in the Leisure Guide, published by the North Vancouver Recreation and Culture Commission. I agree to submit all material laid out in this brochure by printed submission dates for the requested guide. Should I wish to cancel this agreement once signed, I understand that I am obliged to pay for the entire cost of the ad(s) that I originally reserved. I further agree to pay in full all charges within 30 days of receipt of invoice. I also warrant and represent that the advertiser has ownership of all materials subject to copyright.

**Advertiser Name:** \_\_\_\_\_

**Date of Agreement:** \_\_\_\_\_



# ADVERTISING RATE SHEET

## SPRING/SUMMER

### AD DIRECTION

Please check one box:

- New Ad artwork will be provided by advertiser
- Please use same artwork as last time.
- Please design an Ad for us.

### RATES

AD SIZE	Commercial	Non-profit
1/6	<input type="checkbox"/> \$325	<input type="checkbox"/> \$200
1/3	<input type="checkbox"/> \$550	<input type="checkbox"/> \$350
1/2	<input type="checkbox"/> \$825	<input type="checkbox"/> \$500
Full page grayscale	<input type="checkbox"/> \$1750	<input type="checkbox"/> \$975
Inside Cover	<input type="checkbox"/> \$2750	
Outside Cover	<input type="checkbox"/> \$3500	

### AD COST

**Ad Rate:** ..... \$ \_\_\_\_\_

**Specific Ad placement\***

yes  no ..... \$ \_\_\_\_\_

*There is a 10% surcharge, if you request to have your advertisement placed in a specific section*

**Section:** \_\_\_\_\_  
*(e.g. Sports)*

**New/Repeat Ad with edits:** ..... \$ \_\_\_\_\_

*\$50 design fee - New advertisement design, and any modifications or edits to existing advertisements by our graphic designer will be subject to the design fee*

**Subtotal** taxes not included: ..... \$ \_\_\_\_\_

\* If you wish your ad to appear in a specific section of the guide, only advertisers paying the 10% surcharge will be placed in their requested sections. All other ads will be placed, first come, first serve, where space is available in the guide.

If your submitted artwork dimensions differ from those that you have booked, unless you advise us in advance of changes, extra design fees may apply.