



northvanrec
the place to be



ADVERTISE WITH US!
ONE AD, TWO MEDIUMS –
thousands of opportunities to
be seen at no additional cost.

SPRING/SUMMER 2012 LEISURE GUIDE

Here's a great opportunity to reach local residents that are committed to a healthy, active lifestyle at all stages of their lives.

Tap into our market and reach out to North Vancouver...

Over **25,000 printed guides** are distributed throughout North Vancouver in high traffic areas such as Community Centres, libraries, city and district offices, coffee shops and more ...

Your business or organization can be assured of **great exposure** as Leisure Guides are used within households for an average of six months.

We're wired...and it's working!

In addition to the printed version, thousands of guides are viewed from our **dynamic, state-of-the-art online guide**.

**In August 2011
we launched our new online
Leisure Guide!**

www.northvanrec.com/leisureguide

**Look at these stats
from Aug 4 - Sept 5, 2011:**

VISITS: **5,153**

UNIQUE VISITORS: **3,106**

PAGE VIEWS: **209,860**

ZOOM CLICKS: **41,230**

**Looking for further ways
to connect with our online crowd?**

**Ask us about additional
advertising opportunities in our
RecNews e-newsletter!**

We're listening to the needs of our audience.

With **close to 15,000 unique visits**, 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.

**NEW
ADDED
BONUS!**

For a limited time, book your ad and provide us with your company web address and we will provide a free "business web address" link in our online Leisure Guide.

Reserve your space by November 28, 2011

Call 604-983-6390



Booking your ad is easy!

ADVERTISING TIME LINES

Issue

Spring/Summer Leisure Guide
(April-August 2012)

Distribution

End of February 2012

Ad Bookings

Deadline to submit completed form:
November 28, 2011

Electronic or Camera Ready Artwork

Deadline: **December 12, 2011**

SUBMISSION REQUIREMENTS

Ad renewal

- Phone, fax or email confirmation of your ad renewal.

New ad or existing ad with edits

OPTION 1: YOU PROVIDE THE ARTWORK

- You supply files as press quality grayscale pdf or as a high res (300 dpi) tiff or jpg.

OPTION 2: WE CREATE THE AD

- Email or fax layout instructions or leave design up to us. Ensure all graphics, logos in a .pdf, .jpg, .tiff, or .eps format (300 dpi)

ADVERTISING CONTENT GUIDELINES

- Advertisements must be consistent with the values and criteria established by the Commission.
- Advertisements should generally promote a healthy and active attitude towards all citizens.

SIZES & RATES

\$50 Design Fee for new ad design or repeat ads with edits; Specific Ad placement: 10% of ad surcharge; All charges subject to HST.

1/6 Page
(2.312w x 4.25h)
\$325
(non-profit \$200)

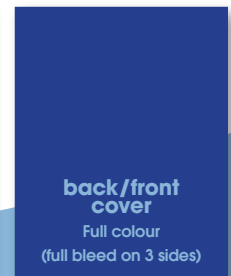
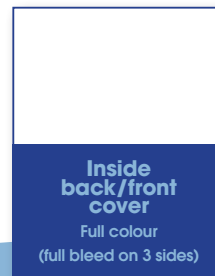
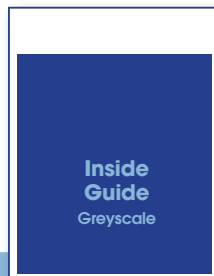
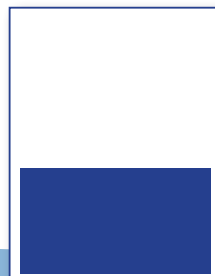
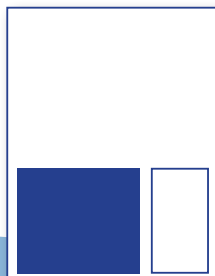
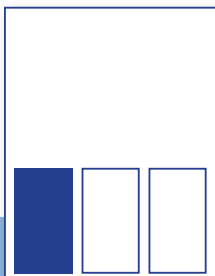
1/3 Page
(4.812w x 4.25h)
\$550
(non-profit \$350)

1/2 Page
(7.25w x 4.25h)
\$825
(non-profit \$500)

Full Page
(7.25w x 8.70h)
\$1750
(non-profit \$975)

1/2 Page Cover
(8w x 5.25h)
\$1375

Full Page Cover
(8.6w x 10.5h)
inside cover: **\$2750**
outside back: **\$3500**



1. 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 serve.

Send your **Advertising Agreement Form** (see back) **by November 28, 2011**

North Vancouver Recreation Commission

600 W. Queens Rd.
North Vancouver, BC V7N 2L3

Phone: **604-987-7529** Fax: **604-983-6343**
kings@northvanrec.com

2. Complete your artwork

Please ensure that camera-ready artwork is complete with all logos, graphics, borders & pictures in place as you would like them to appear. All ads must be delivered by hand or email, no later than: **December 12, 2011 at 4:00 pm.**

3. Payment and Invoicing

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

4. 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.

Community spirit...

Each year Northvanrec hosts over three million visits at nine Community Recreation Centres. The Leisure Guide represents local people working together to achieve mutually positive results - a healthy, vibrant community. Position your business as a supporter of health and wellness in our community.

Call now to book your ad space **604-983-6390**

Advertising Agreement Form **SPRING - SUMMER 2012 (APRIL - AUGUST)**

Organization: _____

Contact Name: _____

Address: _____

City: _____ **Postal Code:** _____

Phone #: _____ **E-mail:** _____

Fax #: _____ **Non-Profit #:** _____

Invoice billing address if different: _____

Ad Size:

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 Rate: \$ _____

Specific Ad placement:
 yes no \$ _____
(There's a 10% surcharge, if you request to have your Ad placed in a specific section)

Section: _____
(e.g. Early Years)

New/Repeat Ad with edits: \$ _____
(*\$50 design fee*)

Subtotal (taxes not included): \$ _____

Please check one box:

- New Ad artwork will be sent by Dec. 12, 2011.
- Please use same artwork as last time.
- Please design an Ad for us.

Please note:

New Ad design, and any modifications or edits to existing Ads by our graphic designer will be subject to a \$50 design fee.

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

Advertising Agreement:

By signing this agreement, I confirm that I wish to place an ad in the Spring/Summer 2012 Leisure Guide, published by the North Vancouver Recreation Commission. I agree to submit all material laid out in this brochure by Dec. 12, 2011. 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 Signature: _____ **Date of Agreement:** _____

For additional information contact us:

tel: 604-983-6390 fax: 604-983-6343

kings@northvanrec.com



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