

Reach your target

Advantages of advertising in the Kitimat Leisure Services Program Guide

*High visibility for three to six months!
The guide is a calendar of events and courses that is continually used for reference.*

- ◆ Delivered to over 4,500 households
- ◆ 500 copies distributed through the Chamber of Commerce and community facilities;
- ◆ Target your audience for leisure related products/services - the guide features leisure programs in arts & culture, wellness, sports & fitness;
- ◆ Your business is seen as a leader in building community spirit;
- ◆ Target specific age groups - adults, adults 55+, teens, school age children and preschoolers;
- ◆ Full-colour, high-impact cover attracts readers;
- ◆ Online presence at no extra cost! The Leisure Guide is posted on the District of Kitimat website: www.kitimat.ca and Facebook.

⇒ Advertise in all 3 Leisure Program Guides and receive a 20% off your total advertising cost. The discount applies to any size ad.

⇒ Ad layout is included in the cost of advertisement.



TO RESERVE SPACE OR FOR ADVERTISING INFORMATION CONTACT

Kitimat Leisure Services Department

Tel: 250-632-8955 • Fax: 250-632-3668 • so'neill@kitimat.ca



Published
3 times
per year

April - August
September - December
December - March

Spring/Summer Issue
Fall Issue
Winter Issue

Rates and Sizes

6 great ways to reach over 4,500 homes

Leisure Guide Trim Size: 8 1/4" w X 8 1/4" h

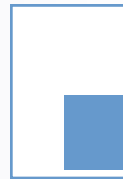


• **Inside Back Cover (full page)**

For maximum impact, display your message here with a full-page, full-colour ad.

8 1/2" X 6 1/2"

\$568.01

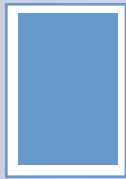


• **1/4 Page Ad**

This popular ad size is very affordable and allows for a concise message with large impact

3 1/2" X 3 1/4"

\$215.48

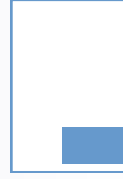


• **Full Page**

Stand out in a big way - with a full-page ad located on the inside of our Guide.

8 1/2" X 6 1/2"

\$516.38



• **Business Card Size**

Highlight your company or association in the Community Directory Section.

2" X 3 1/4"

\$129.83



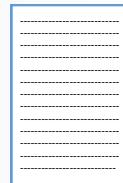
• **1/2 Page**

You'll get noticed with our affordable 1/2 page ad. Plenty of space for a big message.

4 1/2" X 6 1/2"

\$333.57

or lower back inside cover



• **Community Group Listings**

List your non-profit club or association name and telephone number. Listings are grouped by area of interest, providing easy reference for our 4,500+ readers.

The Community Directory also appears online at www.kitimat.ca

no charge



• **Banner Ad**

For those on a budget but still wanting to make an impression. Plenty of space for your message.

2 1/4" X 6 1/2"

\$164.95

Note: All prices include HST. Ad rates are subject to change.

TO RESERVE SPACE OR FOR ADVERTISING INFORMATION CONTACT

Kitimat Leisure Services Department

Tel: 250-632-8955 • Fax: 250-632-3668 • so'neill@kitimat.ca



**DISTRICT OF KITIMAT
LEISURE SERVICES DEPARTMENT
PROGRAM GUIDE 2012 - 2013**

BROCHURE ADVERTISING

Commercial Rates: Booklet Style

Advertising is now available in all three issues of the Recreation Department brochures.

Prices are as follows: (HST is applicable to all prices and included in totals)

<u>Business Card (2" X 3 1/4")</u>	<u>Regular Page Rates</u>	<u>Glossy Page Rates</u>
1 Brochure	\$124.04	
2 Brochures	\$220.72 15% reduction	
3 Brochures	\$311.60 20% reduction	
<u>Banner Ad (2 1/4" X 6 1/2")</u>		
1 Brochure	\$172.65	
2 Brochures	\$293.51 15% reduction	
3 Brochures	\$311.60 20% reduction	
<u>1/4 Page (3 1/2" X 3 1/4")</u>		
1 Brochure	\$215.48	
2 Brochures	\$366.32 15% reduction	
3 Brochures	\$517.16 20% reduction	
<u>1/2 Page (4" X 6 1/2")</u>		
1 Brochure	\$333.57	\$366.93
2 Brochures	\$567.07 15% reduction	\$623.79
3 Brochures	\$800.57 20% reduction	\$880.64
<u>Full Page (8" X 6 1/2")</u>		
1 Brochure	\$516.38	\$ 568.01
2 Brochures	\$877.76 15% reduction	\$965.62
3 Brochures	\$1239.32 20% reduction	\$1363.23

Note:

1. Billings for all purchased advertising will be sent by September 28, 2012
2. Ad may be changed each brochure
3. Closing date for booking advertising for 2012/2013 season is June 17, 2012. A copy of your ad for Fall Brochure must be submitted at the same time. Please submit in Word, Publisher or PDF format.

Contact Person:

Shaun O'Neill, Deputy Director of Leisure Services
Phone Tamitik at 632-8955/Fax 632-3668

**DISTRICT OF KITIMAT
LEISURE SERVICES DEPARTMENT
PROGRAM GUIDE 2012 - 2013**

BROCHURE ADVERTISING

Volunteer Rates:

Advertising is now available in all three issues of the Recreation Department brochure.

Prices are as follows: (HST is applicable to all prices and added to total)

	<u>Volunteer Rates Regular Page</u>	<u>Volunteer Rates Glossy Page</u>
1 Page	(8" x 6 ½")	
	\$225.19 / brochure	\$269.01 / brochure
½ Page	(4" x 6 ½")	
	\$165.74 / brochure	\$174.02 / brochure
¼ Page	(3" x 4 ½")	
	\$113.14 / brochure	\$118.78 / brochure

1. Billings for all purchased advertising will be sent by September 28, 2012.
2. Ad may be changed each brochure.
3. Closing date for booking advertising for 2012/2013 is June 17, 2012. Copy of ad for Fall Brochure must be submitted at the same time. Please submit in Word or PDF format.

Contact Person:

Shaun O'Neill, Deputy Director of Leisure Services
Phone Tamitik at 632-8955/Fax 632-3668