

## Parks, Recreation and Culture Guide Corporate Advertising

### Advertising Submissions

With 25,000 brochures published, the town's Parks, Recreation and Culture Guide continues to be one of Oakville's most sought after guides for program information.

Advertisements are placed in the advertising section of the brochure and online.

The brochure has an estimated shelf life of six months – that means your message is in people's homes for an extended period of time.

All ads are full colour!

	Publication/ Distribution	Deadline
Spring/Summer Guide	January	November 1
Fall/Winter Guide	July	May 1

### Advertising Rates

Advertisement Size	Dimensions	Rate
Quarter page	3.45" w x 4.65" h	\$487.28 + \$62.72 HST = \$550
Half page	7" w x 4.65" h (horizontal) OR 3.45 w x 9.4" h (vertical)	\$885.96 + \$114.04 HST = \$1,000
Full page	7" w x 9.4" h	\$1683.32 + 216.68 HST = \$1,900
Inside front or back cover	8.125" w x 10.625" h	\$2,876.11 + 373.89 HST = \$3,250
Outside back cover	8.125" w x 10.625" h	\$3,982.30 + 517.70 HST = \$4,500

### Advertising Guidelines

- Corporate Advertisers must be recreation, leisure or education oriented, or a Community and Corporate Partnerships supporter. Inclusion is at discretion of the Town of Oakville.
- Advertising submissions will not be accepted until payment and acceptable electronic artwork have been received.
- Space is limited and ads are accepted on a first-come first-served basis.
- You will be asked to resubmit your artwork if the advertisement is not the correct size or if quality is poor.
- Advertisements must be re-submitted for each issue.
- Ads must be submitted as: PDF (preferred format), tif or high resolution jpeg or eps.
- Colour ads must be saved as CMYK for colour accuracy, although exact colour match cannot be guaranteed.

If you have questions on how to submit your advertisement, please call 905-845-6601, ext. 3147.