

Department: Recreation and Culture
Key Business: Recreation Services
Service Area: Promotion & Marketing - Various

Service Provided	Unit of Measure	HST Y/N	2023 Base Fee	2024 Base Fee	2025 Proposed Base Fee	HST \$	2025 Fee (tax included)	Effective Date MMM-YY	Last Increase	2025 over 2024 \$ Change	2025 over 2024 % Change
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Service Area: Promotion & Marketing - Arena Board Advertising - CORE Groups

"A" Rink	each year	Y	\$933.15	\$979.81	\$1,011.65	\$131.51	\$1,143.17	Jan-25	2024	\$31.84	3.25%
"B" Rink	each year	Y	\$694.44	\$729.16	\$752.86	\$97.87	\$850.73	Jan-25	2024	\$23.70	3.25%

Service Area: Promotion & Marketing - Arena Board Advertising

Rink #1 SMSC	each year	Y	\$1,901.02	\$1,996.07	\$2,060.94	\$267.92	\$2,328.87	Jan-25	2024	\$64.87	3.25%
"A" Rink	each year	Y	\$1,584.18	\$1,663.39	\$1,717.45	\$223.27	\$1,940.72	Jan-25	2024	\$54.06	3.25%
"B" Rink	each year	Y	\$1,108.93	\$1,164.38	\$1,202.22	\$156.29	\$1,358.51	Jan-25	2024	\$37.84	3.25%

Service Area: Promotion & Marketing - Arena Wall Sign Advertising

Joshua's Creek	each year	Y	\$1,779.49	\$1,868.47	\$1,929.19	\$250.80	\$2,179.99	Jan-25	2024	\$60.73	3.25%
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Service Area: Promotion & Marketing - Arena Wall Sign Advertising - CORE Groups

Joshua's Creek	each year	Y	\$1,161.01	\$1,219.06	\$1,258.68	\$163.63	\$1,422.31	Jan-25	2024	\$39.62	3.25%
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Service Area: Promotion & Marketing - Print Advertising - Seniors Services Newsletter

Quarter page (Portrait)	each	Y	N/A	N/A	\$107.94	\$14.03	\$121.97	Jan-25	N/A	NEW	NEW
Half Page (landscape)	each	Y	N/A	N/A	\$226.26	\$29.41	\$255.67	Jan-25	N/A	NEW	NEW
Full Page	each	Y	N/A	N/A	\$412.74	\$53.66	\$466.40	Jan-25	N/A	NEW	NEW
Insert Half Page	each	Y	N/A	N/A	\$384.99	\$50.05	\$435.04	Jan-25	N/A	NEW	NEW
Insert Full Page	each	Y	N/A	N/A	\$742.50	\$96.53	\$839.03	Jan-25	N/A	NEW	NEW

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Inside Cover	each	Y	N/A	N/A	\$742.50	\$96.53	\$839.03	Jan-25	N/A	NEW	NEW
Outside Back Cover	each	Y	N/A	N/A	\$1,237.50	\$160.87	\$1,398.37	Jan-25	N/A	NEW	NEW

Service Area: Promotion & Marketing - Print Advertising - large publication

CORE Business Card	each	Y	\$201.65	\$211.73	\$218.61	\$28.42	\$247.03	Jan-25	2024	\$6.88	3.25%
CORE Quarter Page	each	Y	\$327.54	\$343.92	\$355.10	\$46.16	\$401.26	Jan-25	2024	\$11.18	3.25%
CORE Half Page	each	Y	\$530.26	\$556.77	\$574.87	\$74.73	\$649.60	Jan-25	2024	\$18.10	3.25%
CORE Full Page	each	Y	\$909.02	\$954.47	\$985.49	\$128.11	\$1,113.60	Jan-25	2024	\$31.02	3.25%
Corporate Quarter Page	each	Y	\$555.87	\$583.66	\$602.63	\$78.34	\$680.97	Jan-25	2024	\$18.97	3.25%
Corporate Half Page	each	Y	\$1,011.44	\$1,062.01	\$1,096.53	\$142.55	\$1,239.08	Jan-25	2024	\$34.52	3.25%
Corporate Full Page	each	Y	\$1,920.46	\$2,016.48	\$2,082.01	\$270.66	\$2,352.68	Jan-25	2024	\$65.54	3.25%
Inside Back Cover	each	Y	\$3,286.11	\$3,450.42	\$3,562.56	\$463.13	\$4,025.69	Jan-25	2024	\$112.14	3.25%
Inside Front Cover	each	Y	\$3,286.11	\$3,450.42	\$3,562.56	\$463.13	\$4,025.69	Jan-25	2024	\$112.14	3.25%
Back Cover	each	Y	\$4,550.41	\$4,777.93	\$4,933.22	\$641.32	\$5,574.54	Jan-25	2024	\$155.28	3.25%

Service Area: Promotion & Marketing - Digital Advertising - CORE Groups

1 Month Contract	Each	Y	\$97.66	\$102.54	\$105.87	\$13.76	\$119.63	Jan-25	2024	\$3.33	3.25%
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Service Area: Promotion & Marketing - Digital Advertising

1 Month Contract	Each	Y	\$189.89	\$199.38	\$205.86	\$26.76	\$232.62	Jan-25	2024	\$6.48	3.25%
One Year Contract	Each	Y	\$1,749.11	\$1,836.57	\$1,896.26	\$246.51	\$2,142.77	Jan-25	2024	\$59.69	3.25%

Arena and digital advertising - 2nd year renewal 15% discount, 3rd year renewal 30% discount

Arena board advertising - "A" Rink is base price. "B" Rlnk is 30% discount. Sixteen Mile Rink1 is 20% premium.

Arena board advertising - "A" Rink (Glen Abbey, Joshua's Creek, Sixteen Mile 2,3,4, River Oaks, Trafalgar Park.) "B" Rink (Maplegrove, Kinoak)