

ADVERTISE WITH US!

LEISURE GUIDE ADVERTISING OPTIONS

LEISURE Guide



Follow us online!   mission.ca/leisure

 CITY OF
MISSION
PARKS, RECREATION AND CULTURE



RESERVE YOUR AD SPACE TODAY!

E-mail advertise@mission.ca

The Mission Parks, Recreation & Culture's bi-yearly Leisure Guide reaches over 38,000 people with information on recreation & leisure opportunities available locally.

In addition, your ad is displayed in the virtual guide available on-line along with direct links to your business or organization at www.mission.ca/leisure.

With thousands of copies distributed to public facilities & businesses in Mission, your message is sure to hit home.

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Advertising Timelines

SPRING/SUMMER GUIDE (MARCH - AUGUST)

Bookings accepted as of	September 1
Booking Deadline	December 1
Artwork Deadline	December 19
Distribution	End of February

FALL/WINTER GUIDE (SEPTEMBER-MARCH)

Bookings accepted as of	March 1
Booking Deadline	May 15
Artwork Deadline	May 31
Distribution	End of August

RESERVE YOUR AD SPACE TODAY!

E-mail advertise@mission.ca

Ad listings are confirmed on a first come, first serve basis. Space is limited so reserve your ad space early & avoid disappointment!

Choose the ad size that best meets your needs and book your space at: advertise@mission.ca

Advertising Rates, Sizes and Specifications

ADVERTISING RATES

All ads are in full colour. GST applicable on all rates & fees.

Ad positioning requests are accepted but not guaranteed.

1 Column	Commercial	\$250
	Non-Profit	\$160
2 Column	Commercial	\$440
	Non-Profit	\$280
Full Page	Commercial	\$790
	Non-Profit	\$505
Inside Back		\$1,015
Back Cover		\$2,035

All dates and fees subject to change.

DESIGN FEES

Required for new ads or re-designs where the advertiser is unable to provide a photo ready ad as outlined in the submission requirements in the column at right. Minor text changes to existing Leisure Guide ads are free of charge.

1 Column Design Fee	\$100
2 Column Design Fee	\$150
Full Page Design Fee	\$200

Note: The City of Mission Parks, Recreation & Culture Department reserves the right to reject any submission deemed inappropriate and maintains creative control over the publication.

SUBMISSION REQUIREMENTS

It is preferred that advertisers supply their own ad. The ad must be a high resolution, press quality, PDF saved from a vector based program - such as Adobe InDesign, QuarkXpress, Adobe Illustrator, Corel Draw or Freehand.

Make sure that all elements, such as logos or clipart images placed in the ad are vector based (please call or e-mail if you need clarification) and in CMYK colourspace.

Please note: any logos, graphic images or clip art with the original extension of JPEG, GIF, BMP will appear as low resolution in the final print, even if the the final advertisement is saved as a high resolution PDF from a vector based program.

If you are having difficulty with the technical aspects related to ad production, the support of a professional graphic designer is typically required. This ensures that ads can be subsequently reproduced at a high quality and resolution level.

If you do not have access to a professional graphic designer, our in-house team will create an ad on your behalf. Ad creation is limited to three proofs and source material provided by the advertiser such as logos & photos must be of high resolution.

See design rates to the left.

PAYMENT & INVOICING

An invoice for all charges will be emailed to the billing address you provide. Payment is required within 30 days, upon receipt of invoice.

Advertisers who cancel after the booking deadline are subject to full payment of the ad.

AD SIZES

1 Column
2.25" x 3.75"

2 Column
4.75" x 3.75"



Full Page

7.5" x 10"

(Community section only.

No bleed.

Design guidelines in effect.

Back Cover

Full trim to 8.5" x 11"

Keep text 0.25" from trim edge, add 0.25" bleed, no trim marks.

