

# Advertise

## Leisure Guide



### Leisure Guide Advertising Opportunities

The Mission Parks, Recreation & Culture's bi-yearly Leisure Guide reaches over 36,000 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](http://www.mission.ca/leisure).

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

*E-mail  
[advertise@mission.ca](mailto:advertise@mission.ca)  
to reserve  
your space!*

# Leisure Guide

Winter & Spring  
2023

**CITY OF**  
**Mission**  
ON THE FRASER  
PARKS, RECREATION & CULTURE

Follow Us Online!



Follow Us Online!   [mission.ca/leisure](http://mission.ca/leisure) 604.820.5350

# Advertise with us!

## Advertising Timelines

### Spring / Summer March-August

Bookings accepted as of	September 2
Booking Deadline	December 1
Artwork Deadline	December 19
Distribution	End of Feb

### Fall/Winter September-March

Bookings accepted as of	March 1
Booking Deadline	May 24
Artwork Deadline	May 31
Distribution	End of Aug

## Advertising Rates

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

1 Column	Commercial	\$245
	Non-Profit	\$155
2 Column	Commercial	\$430
	Non-Profit	\$275
Full Page	Commercial	\$775
	Non-Profit	\$495
Inside Back		\$995
Back Cover		\$1,995

All dates and fees subject to change.

## Ad Sizes

1 Column  
2.5" x 3.75"



2 Column  
5" x 3.75"



Full Page  
8.5" x 11"

(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.



## 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	\$50
2 Column Design Fee	\$100
Full Page Design Fee	\$200

### Notes

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

Ad positioning requests are accepted but not guaranteed.

## Booking Information

### Contact Us

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](mailto:advertise@mission.ca)

### 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 colorspace.

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.