



## Strategic Initiatives & Partnerships Department

Community Well-being & Partnerships Division

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9

p: 250.561.7600 | www.princegeorge.ca

### Community Active Living Guide Advertising: Spring/Summer 2020 - Book Your Ad Space Now!

Advertising in the City of Prince George Active Living Guide offers your organization a great opportunity to reach an audience that enjoys a wide range of active living activities. With 17,000 guides distributed through the Prince George Citizen, nearly 3000 more picked up over the season and hundreds of downloads from our website – your organization can be assured of broad exposure.

Booking your ad is easy! Choose your ad size and book a space by filling out the Advertising Agreement form (reverse page). Return form and payment as listed below. Ads are not confirmed until payment is made.

Spring Active Living Guide (current from March 5, 2020 to Sept 3, 2020)

**Ad Deadline: Ads must be received by December 3, 2019**

Active Living Guide Distribution: March 5, 2020 (*subject to minor change*)

**Registration for ads: October 28 – December 3, 2019**

**Ad Submission Requirements:** submit your ad to [marta.gregor@princegeorge.ca](mailto:marta.gregor@princegeorge.ca) by December 3, 2019.

- Ad must be submitted in electronic form by email or in a USB drive
- Ad must be sized correctly at a 300dpi resolution
- Ad must be in black and white and can use one spot colour – Cyan only (cyan will be converted to chosen spot colour)
- Text converted to curves in all cases (for professional design)
- Ads must be submitted in Adobe Acrobat PDF or JPEG

#### Placement and Content

Ad placement within the Active Living Guide is at the discretion of the City of Prince George. Ads are accepted on a first come first serve basis. Ad space is limited and the City of Prince George cannot guarantee acceptance of an advertisement or its location.

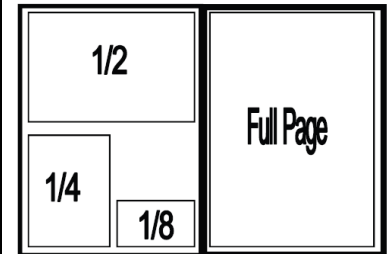
#### Registration and Payment

Prices subject to change.

**To register, please complete and submit the Advertising Agreement form (on the reverse side) to [marta.gregor@princegeorge.ca](mailto:marta.gregor@princegeorge.ca) starting Oct 28.**

Registrations will be received first come first serve. Ad space is limited so register soon. You will be sent an invoice for the fees with payment due 30 days from registration. Payment instructions will be attached to your invoice.

#### Ad Sizes and Rates



#### 1/8 page

Approx. 3 1/2" w x 2 3/16" h

Standard: \$123.00

\*Discount: \$87.00

#### 1/4 page

Approx. 3 1/2" w x 4 5/8" h

Standard: \$247.00

\*Discount: \$175.00

#### 1/2 page

Approx. 7" w x 4 5/8" h

Standard: \$494.00

\*Discount: \$349.00

#### Full Page

Approx. 7" w x 9 1/2" h

Standard: \$989.00

\*Discount \$698.00

#### Inside Front/Back Cover

##### Full Colour Glossy

Approx. 8" w x 10 1/2" h

With 1/4" bleed and type safety

Standard: \$1978.00

\*Discount: \$1396.00

These are reserved ads and may not be available to book.

\*See reverse side for definition of Discount Rate

## Community Active Living Guide – Advertising Agreement Form – Spring/Summer 2020

Registration opens Oct 28, 2019. Deadline for registration is Dec 3, 2019. Ads are due by Dec 3, 2019.  
 Email your new ad, register or send any inquiries to: [marta.gregor@princegeorge.ca](mailto:marta.gregor@princegeorge.ca)  
 Ads are not confirmed until payment is made.

Organization Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

### Ad Rates and Sizes

Please circle Standard Rate **or** \*Discount Rate for your ad size (\*Discount rate strictly applies to not for profit groups, charitable organizations or registered societies organizing leisure opportunities or community services that do not charge admissions and/or have no intention of making personal financial gains)

AD SIZE	STANDARD/ COMMERCIAL RATE	*DISCOUNT/NOT FOR PROFIT RATE
1/8 page 3 1/2 w x 2 3/16 h (Black and White)	\$123.00	\$87.00
1/4 page 3 1/2 w x 4 5/8 h (Black and White)	\$247.00	\$175.00
1/2 page 7 w x 4 5/8 h (Black and White)	\$494.00	\$349.00
Full page 7 w x 9 1/2 h (Black and White)	\$989.00	\$698.00
Inside Front or Back Cover 8 w x 10 1/2 h Full Colour & Glossy <i>These are reserved ads and may not be available to book</i>	\$1978.00	\$1396.00

### Ad Content

- The City of Prince George reserves the right to reject any advertising proposal, and to select advertisers based on criteria established by the City. That may include, but is not limited to: location of organization, content of advertisement and compatibility of products and services advertised with the City of Prince George
- Advertisement in this Guide is not an endorsement by the City of Prince George
- Advertisements are generally placed in the Community Advertisers section at the back of the Active Living Guide and placement order is not guaranteed

### Advertising Agreement

By signing this agreement, I confirm that I wish to place an electronic camera ready ad in the City of Prince George Active Living Guide. I also agree to all the requirements and restrictions regarding ad content and artwork.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Personal information on this form is collected by the City of Prince George for the purposes of advertising in the Active Living Guide, under the authority of section 26 (c) and (e) of the *Freedom of Information and Protection of Privacy Act*. and will only be used for related purposes. If you have any questions about the collection of personal information on this form, please contact Supervisor, Community Well-being & Partnerships, at 1100 Patricia Boulevard, Prince George, BC, or by telephone 250-561-7600.

