

# ADVERTISING AGREEMENT

## WHITE ROCK RECREATION AND CULTURE

# Recreation GUIDE

### Rates

*All amounts include Tax*

Recreation Guide trim size: 8" w x 10 1/2" h

#### Outside Back Cover (full page)

Full-page, full-colour ad

Non-bleed size: 7" w x 9 1/2" h

Bleed size: 8 1/4" w x 10 3/4" h \$1,800

#### Inside Back Cover (full page)

Full-page, full-colour ad

Non-bleed size: 7" w x 9 1/2" h

Bleed size: 8 1/4" w x 10 3/4" h \$1,450

#### Full Page (inside guide)

Bleed size not available.

Non-bleed size: 7" w x 9" h \$805

#### Recreation Plus (Approx. 1/2 page vertical)

2 5/8" w x 9" h \$435

#### Recreation Ad (Approx. 1/4 page vertical)

2 5/8" w x 4 7/16" h \$240

#### Community Market Place ad (Approx. 1/6 page)

3 7/16" w x 2" h \$95

#### Community Group Listings

Name/phone number/website no charge

List your non-profit club or association in the Recreation Guide – Fall issue only – and on the City of White Rock's website – Community Groups Directory

### Advertising Timelines

Ad copy and signed Advertising Agreement must be received by White Rock Recreation and Culture by:

**June 12, 2020**

Please be available to proof your ad on the following dates:

1st Proof: **July 6, 2020**

Final Proof: **July 22, 2020**

Distributed with the Peace Arch News on:

**August 21, 2020**

### Cost Calculator

Price of ad

Frequent advertiser discount (subtract 10% - available on Winter issue only) -

Specific placement (select one)  
 Preschool/Children  
 Adult  
 (add additional 10% of ad price) +

Spot colour (add \$43 for 1 colour) +

Total amount due

An invoice will be mailed to you.  
 Please make cheques payable to the City of White Rock and send to the White Rock Community Centre, 15154 Russell Ave., White Rock, BC V4B 0A6

**ADVERTISE IN THE SPRING/ SUMMER AND FALL ISSUES AND RECEIVE 10% OFF THE WINTER ISSUE**

**CALL US AT (604) 541-2199**

*By signing this Advertising Agreement, I have agreed to the following conditions:*

1. Ad copy must be received by White Rock Recreation and Culture according to the advertising timeline.
2. Advertisers must proof ad copy by fax, email or in person on noted proofing dates.
3. Ads will be printed as originally submitted if corrected proofs are not received within scheduled proofing dates.
4. Payment is due within 30 days, upon receipt of the invoice. Amounts due past 30 days will be charged interest.
5. Section placement is not guaranteed unless 10% surcharge is paid.
6. Ad copy is subject to content approval by Recreation and Culture.
7. Advertisers are responsible for picking up camera-ready artwork submitted.

Organization \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email: \_\_\_\_\_

**I HAVE READ AND AGREED TO THE CONDITIONS WITHIN THIS AGREEMENT.**

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_

Please fax signed Advertising Agreement to (604) 541-6390