

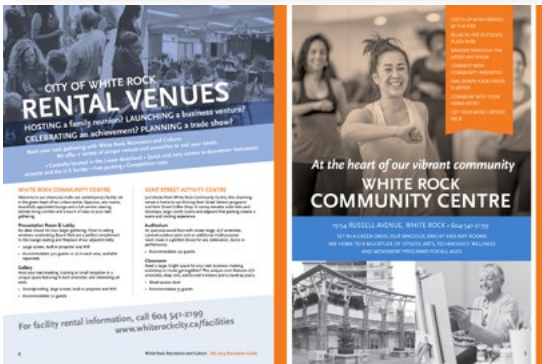
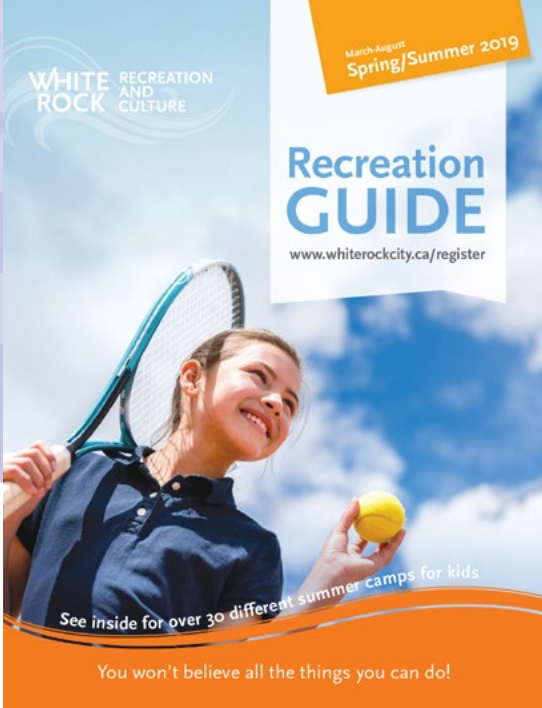
2020-21

WHITE RECREATION
ROCK AND
CULTURE

Recreation GUIDE Rates & Data



Reach over 30,000 households, three times per year



REACH YOUR TARGET

High visibility for three months!
The guide is a calendar of events and courses continually used for reference.

- ➔ **DELIVERED TO OVER 30,000 HOUSEHOLDS** in South Surrey and White Rock;
- ➔ **1,500 COPIES DISTRIBUTED** through the Chamber of Commerce and community facilities;
- ➔ **TARGET YOUR AUDIENCE** for recreation related products/services – the guide features recreation programs in arts & culture, wellness, sports & fitness;
- ➔ **YOUR BUSINESS IS SEEN AS A LEADER** in building community spirit;
- ➔ **TARGET SPECIFIC AGE GROUPS** – adults, adults 55+, teens, school age children and preschoolers;
- ➔ **FULL-COLOUR, HIGH-IMPACT COVER** attracts readers;
- ➔ **ONLINE PRESENCE AT NO EXTRA COST**
The Recreation Guide is posted on the City of White Rock website:
www.whiterockcity.ca

**PUBLISHED
3 TIMES
PER YEAR**

**MARCH
AUGUST
DECEMBER**

Spring/Summer issue
Fall issue
Winter issue

To reserve space or for advertising information contact
White Rock Recreation and Culture

Tel: 604-541-2199 • e-mail: recreation@whiterockcity.ca

RATES AND SIZES

Note: All prices include GST. Ad rates are subject to change.

A GREAT WAY TO REACH OVER
30,000 HOMES



Outside Back Cover (full page)

Attract readers with a full page, full-colour ad. Great visibility.

Trim size: 8" w x 10 1/2" h

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

Bleed size: 8 1/4" w x 10 3/4" h

\$1,870



Inside Back Cover (full page)

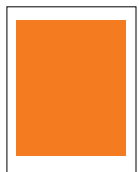
For maximum impact, display your message here with a full-page, full-colour ad.

Trim size: 8" w x 10 1/2" h

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

Bleed size: 8 1/4" w x 10 3/4" h

\$1,510



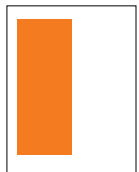
Full Page (inside guide)

Stand out in a big way – with a full-page ad located on the inside of our Guide.

Bleed size not available.

Non-bleed size: 7" w x 9" h

\$840

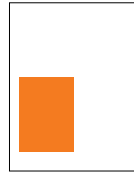


Recreation Plus (approx. 1/2 page vertical)

You'll get noticed with our affordable Recreation Plus ad. Plenty of space for a big message.

2 5/8" w x 9" h

\$450

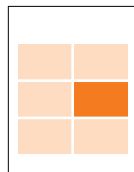


Recreation Ad (approx. 1/4 page vertical)

This popular ad size is very affordable and allows for a concise message with large impact.

2 5/8" w x 4 7/16" h

\$260



Community Market Place (approx. 1/6 page horizontal)

Highlight your company or association in the Community Market Place section.

3 7/16" w x 2" h

\$99



Community Group Listings

List your non-profit club or association name and telephone number. Listings are grouped by area of interest, providing easy reference for our 28,000+ readers.

The Community Group Listings also appears online at www.whiterockcity.ca.

No charge



BONUS

Advertise in the Spring/Summer and Fall issues and receive 10% off your ad in the Winter issue. The discount applies to any size ad.

Ad layout is included in the cost of advertisement.

Add extra impact

→ Draw extra attention to your ad with **spot colour** – \$45

→ Guarantee your ad is **placed in a specific section of the Guide** – **Preschool/Children or Adult** for an additional 10% over ad cost. Space is limited. Ad placement is on a first come, first served basis – call to book your space early.

WHITE ROCK RECREATION
AND CULTURE

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SUBMISSION REQUIREMENTS

➔ SUPPORTED APPLICATIONS:

ADOBE PDF files are preferred.

Other accepted Formats:

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Microsoft Word (text only files)

Ad materials submission:

Please e-mail digital files to your sales representative.

➔ PREPARING FILES:

To avoid reproduction problems, please ensure the following requirements are met:

- Confirm that the file is prepared to the size that is booked.
- Convert all fonts to outline. If fonts are not included or outlined, we reserve the right to substitute fonts that closely match the original.
- Ensure all colour ads are created in CMYK format.
- All ads using spot colour should be supplied using black and a selected pantone colour. Please contact your sales representative for available colours.
- If the ad is to print black & white, confirm that all colour graphics have been changed to greyscale.
- Graphics and scans should be at 300dpi.
- Logos should be vector format.



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