

Department: Recreation and Culture
Key Business: Recreation Services
Service Area: Promotion & Marketing - Various

Service Provided	Unit of Measure	HST Y/N	2022 Base Fee	2023 Base Fee	2024 Proposed Base Fee	HST \$	2024 Fee (tax included)	Effective Date MMM-YY	Last Increase	2024 over 2023 \$ Change	2024 over 2023 % Change
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Service Area: Promotion & Marketing - Arena Board Advertising - CORE Groups

"A" Rink	each year	Y	\$892.11	\$933.15	\$979.81	\$127.37	\$1,107.18	Jan-24	2023	\$46.66	5.0%
"B" Rink	each year	Y	\$663.90	\$694.44	\$729.16	\$94.79	\$823.95	Jan-24	2023	\$34.72	5.0%

Service Area: Promotion & Marketing - Arena Board Advertising

Rink #1 SMSC	each year	Y	\$1,817.42	\$1,901.02	\$1,996.07	\$259.49	\$2,255.56	Jan-24	2023	\$95.05	5.0%
"A" Rink	each year	Y	\$1,514.52	\$1,584.18	\$1,663.39	\$216.24	\$1,879.63	Jan-24	2023	\$79.21	5.0%
"B" Rink	each year	Y	\$1,060.16	\$1,108.93	\$1,164.38	\$151.37	\$1,315.74	Jan-24	2023	\$55.45	5.0%

Service Area: Promotion & Marketing - Arena Wall Sign Advertising

Joshua's Creek	each year	Y	\$1,701.24	\$1,779.49	\$1,868.47	\$242.90	\$2,111.37	Jan-24	2023	\$88.97	5.0%
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Service Area: Promotion & Marketing - Arena Wall Sign Advertising - CORE Groups

Joshua's Creek	each year	Y	\$1,109.95	\$1,161.01	\$1,219.06	\$158.48	\$1,377.54	Jan-24	2023	\$58.05	5.0%
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Service Area: Promotion & Marketing - Brochure Advertising

CORE Business Card	each	Y	\$192.78	\$201.65	\$211.73	\$27.52	\$239.26	Jan-24	2023	\$10.08	5.0%
CORE Quarter Page	each	Y	\$313.14	\$327.54	\$343.92	\$44.71	\$388.63	Jan-24	2023	\$16.38	5.0%
CORE Half Page	each	Y	\$506.94	\$530.26	\$556.77	\$72.38	\$629.15	Jan-24	2023	\$26.51	5.0%
CORE Full Page	each	Y	\$869.04	\$909.02	\$954.47	\$124.08	\$1,078.55	Jan-24	2023	\$45.45	5.0%

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Corporate Quarter Page	each	Y	\$531.42	\$555.87	\$583.66	\$75.88	\$659.53	Jan-24	2023	\$27.79	5.0%
Corporate Half Page	each	Y	\$966.96	\$1,011.44	\$1,062.01	\$138.06	\$1,200.07	Jan-24	2023	\$50.57	5.0%
Corporate Full Page	each	Y	\$1,836.00	\$1,920.46	\$2,016.48	\$262.14	\$2,278.62	Jan-24	2023	\$96.02	5.0%
Inside Back Cover	each	Y	\$3,141.60	\$3,286.11	\$3,450.42	\$448.55	\$3,898.97	Jan-24	2023	\$164.31	5.0%
Inside Front Cover	each	Y	\$3,141.60	\$3,286.11	\$3,450.42	\$448.55	\$3,898.97	Jan-24	2023	\$164.31	5.0%
Back Cover	each	Y	\$4,350.30	\$4,550.41	\$4,777.93	\$621.13	\$5,399.07	Jan-24	2023	\$227.52	5.0%

* Note: Monies collected in October for the Spring / Summer edition are deferred revenue.

Service Area: Promotion & Marketing - Digital Advertising - CORE Groups

1 Month Contract	Each	Y	\$93.36	\$97.66	\$102.54	\$13.33	\$115.87	Jan-24	2023	\$4.88	5.0%
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Service Area: Promotion & Marketing - Digital Advertising

1 Month Contract	Each	Y	\$181.53	\$189.89	\$199.38	\$25.92	\$225.30	Jan-24	2023	\$9.49	5.0%
One Year Contract	Each	Y	\$1,672.19	\$1,749.11	\$1,836.57	\$238.75	\$2,075.32	Jan-24	2023	\$87.46	5.0%

Arena and digital advertising - 2nd year renewal 15% discount, 3rd year renewal 30% discount

Arena board advertising - "A" Rink is base price. "B" Rink is 30% discount. Sixteen Mile Rink1 is 20% premium.

Arena board advertising - "A" Rink (Glen Abbey, Joshua's Creek, Sixteen Mile 2,3,4, River Oaks, Trafalgar Park.) "B" Rink (Maplegrave, Kinoak)