

Parks, Recreation and Culture Guide CORE Group Advertising

Advertising Submissions

With 25,000 brochures published, the town's Parks, Recreation and Culture Guide continues to be one of Oakville's most sought after guides for program information.

Advertisements are placed in the advertising section of the brochure and online.

The brochure has an estimated shelf life of 6 months – that means your message is in people's homes for an extended period of time.

All ads are full colour!

| | Publication/ Distribution | Approximate Deadline |
|---------------------|---------------------------|----------------------|
| Spring/Summer Guide | January | November 1 |
| Fall/Winter Guide | July | June 1 |

CORE Group Advertising Rates

| Advertisement Size | Dimensions | Rate |
|-----------------------------|--|-------------------------------------|
| Business Card | 3.45" w x 2.3" h | \$184 + \$23.92 HST = \$207.92 |
| Quarter page | 3.45" w x 4.65" h | \$299 + \$38.87 HST = \$337.87 |
| Half page | 7" w x 4.65" h (horizontal) OR 3.45" w x 9.4" h (vertical) | \$483 + \$62.79 HST = \$545.79 |
| Full page | 7" w x 9.4" h | \$828 + \$107.64 HST = \$935.64 |
| Inside front or back cover* | 8.125" w x 10.625" h | \$2,991 + \$388.83 HST = \$3,379.83 |
| Outside back cover* | 8.125" w x 10.625" h | \$4,141 + \$538.33 HST = \$4,679.33 |

Advertising Guidelines

- Advertising submissions will not be accepted until payment and acceptable electronic artwork have been received.
- Ads are accepted on a first come first served basis and space is limited.
- You will be asked to resubmit your artwork if the advertisement is not the correct size or if quality is poor.
- Advertisements must be re-submitted for each issue.
- Ads must be submitted as: PDF (preferred format), tif or high resolution jpeg or eps.
- Colour ads must be saved as CMYK for colour accuracy, although exact colour match cannot be guaranteed.

If you have questions on how to submit your advertisement, please call Joanne Locker at 905-845-6601, ext. 3147.

*Discounts are not available for inside or outside covers.