

Community and Corporate Partnerships

Town of Oakville | Recreation and Culture department

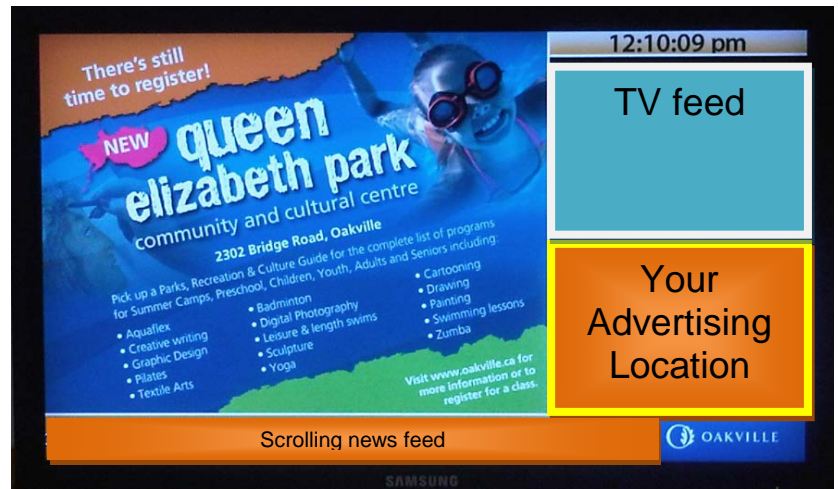
Digital Sign Board Advertising – CORE Groups

The Recreation and Culture department has installed 21 digital sign boards (TV's) in seven facilities. Screens contain facility specific information, time and date information, a television component as well as messaging about town programs.

- Approximately 1/6th of the screen space will be allocated for advertising. – Screen size is 42"
- Advertisements will be given 20 second on screen presence, a minimum of 28 times per day on 21 screens totaling at least 588 impressions per day.
- A maximum of 100 commercial slots will be sold.

Digital Sign Locations

Location	# of Signs
Glen Abbey Community Centre	3
Iroquois Ridge Community Centre	1
Joshua's Creek Arenas	2
River Oaks Community Centre	3
Sixteen Mile Sports Complex	5
Sir John Colborne Seniors Centre	1
Oakville Seniors' Recreation Centre	1
Queen Elizabeth Park Community and Cultural Centre	4
Recreation and Culture Department, Town Hall	1



CORE Group Pricing

	3 months	6 Months
Digital Sign Advertising	\$300	\$550
Per month cost	\$100	\$91.67
Per day cost	\$3.23	\$2.96

Terms and Conditions

- Creative must be supplied by the purchaser and approved by the town.
- Ads are 1280 by 960 pixels. Files needs to be jpeg for still advertisements or a wmv file for video advertisements.
- Each advertising space is 20 seconds long.
- Creative may be changed on a monthly basis, if provided by the first of the month.
- Multi-year contracts will be billed on the renewal date.
- HST will be added to rates listed above.

For more information:

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