

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

Service Provided	Unit of Measure	HST Y/N	2019 Base Fee	2020 Base Fee	2021 Proposed Base Fee	HST \$	2021 Fee (tax included)	Effective Date MMM-YY	Last Increase	2021 over 2020 \$ Change	2021 over 2020 % Change
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Service Area: Promotion & Marketing - Arena Board Advertising - CORE Groups

"A" Rink - One Year Contract	each year	Y	\$832.00	\$860.00	\$874.62	\$113.70	\$988.32	Jan-21	2020	\$14.62	1.7%
"B" Rink - One Year Contract	each year	Y	\$624.00	\$640.00	\$650.88	\$84.61	\$735.49	Jan-21	2020	\$10.88	1.7%

Service Area: Promotion & Marketing - Arena Board Advertising

Rink #1 SMSC - One Year Contract	each year	Y	\$1,716.00	\$1,752.00	\$1,781.78	\$231.63	\$2,013.42	Jan-21	2020	\$29.78	1.7%
"A" Rink - One Year Contract	each year	Y	\$1,430.00	\$1,460.00	\$1,484.82	\$193.03	\$1,677.85	Jan-21	2020	\$24.82	1.7%
"B" Rink - One Year Contract	each year	Y	\$1,000.00	\$1,022.00	\$1,039.37	\$135.12	\$1,174.49	Jan-21	2020	\$17.37	1.7%

Service Area: Promotion & Marketing - Arena Wall Sign Advertising

Joshua's Creek - One Year Contract	each year	Y	\$1,600.00	\$1,640.00	\$1,667.88	\$216.82	\$1,884.70	Jan-21	2020	\$27.88	1.7%
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Service Area: Promotion & Marketing - Arena Wall Sign Advertising - CORE Groups

Joshua's Creek - One Year Contract	each year	Y	\$1,040.00	\$1,070.00	\$1,088.19	\$141.46	\$1,229.65	Jan-21	2020	\$18.19	1.7%
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Service Area: Promotion & Marketing - Brochure Advertising

CORE Business Card	each	Y	\$184.00	\$189.00	\$189.00	\$24.57	\$213.57	Sep-20	2019	\$0.00	0.0%
CORE Quarter Page	each	Y	\$299.00	\$307.00	\$307.00	\$39.91	\$346.91	Sep-20	2019	\$0.00	0.0%
CORE Half Page	each	Y	\$483.00	\$497.00	\$497.00	\$64.61	\$561.61	Sep-20	2019	\$0.00	0.0%
CORE Full Page	each	Y	\$828.00	\$852.00	\$852.00	\$110.76	\$962.76	Sep-20	2019	\$0.00	0.0%

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Corporate Quarter Page	each	Y	\$506.00	\$521.00	\$521.00	\$67.73	\$588.73	Sep-20	2019	\$0.00	0.0%
Corporate Half Page	each	Y	\$920.00	\$948.00	\$948.00	\$123.24	\$1,071.24	Sep-20	2019	\$0.00	0.0%
Corporate Full Page	each	Y	\$1,748.00	\$1,800.00	\$1,800.00	\$234.00	\$2,034.00	Sep-20	2019	\$0.00	0.0%
Inside Back Cover	each	Y	\$2,991.00	\$3,080.00	\$3,080.00	\$400.40	\$3,480.40	Sep-20	2019	\$0.00	0.0%
Inside Front Cover	each	Y	\$2,991.00	\$3,080.00	\$3,080.00	\$400.40	\$3,480.40	Sep-20	2019	\$0.00	0.0%
Back Cover	each	Y	\$4,141.00	\$4,265.00	\$4,265.00	\$554.45	\$4,819.45	Sep-20	2019	\$0.00	0.0%

* 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	\$90.00	\$90.00	\$91.53	\$11.90	\$103.43	Jan-21	2019	\$1.53	1.7%
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Service Area: Promotion & Marketing - Digital Advertising

1 Month Contract	Each	Y	\$175.00	\$175.00	\$177.98	\$23.14	\$201.11	Jan-21	2019	\$2.97	1.7%
One Year Contract	Each	Y	\$1,612.00	\$1,612.00	\$1,639.40	\$213.12	\$1,852.53	Jan-21	2019	\$27.40	1.7%

Arena, and digital advertising - 2 year contract 15% discount, 3 year contract 30% discount

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