

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

Service Provided	Unit of Measure	HST Y/N	2020 Base Fee	2021 Base Fee	2022 Proposed Base Fee	HST \$	2022 Fee (tax included)	Effective Date MMM-YY	Last Increase	2022 over 2021 \$ Change	2022 over 2021 % Change
------------------	-----------------	---------	---------------	---------------	------------------------	--------	-------------------------	-----------------------	---------------	--------------------------	-------------------------

Service Area: Promotion & Marketing - Arena Board Advertising - CORE Groups

"A" Rink	each year	Y	\$860.00	\$874.62	\$892.11	\$115.97	\$1,008.09	Jan-22	2021	\$17.49	2.0%
"B" Rink	each year	Y	\$640.00	\$650.88	\$663.90	\$86.31	\$750.20	Jan-22	2021	\$13.02	2.0%

Service Area: Promotion & Marketing - Arena Board Advertising

Rink #1 SMSC	each year	Y	\$1,752.00	\$1,781.78	\$1,817.42	\$236.26	\$2,053.68	Jan-22	2021	\$35.64	2.0%
"A" Rink	each year	Y	\$1,460.00	\$1,484.82	\$1,514.52	\$196.89	\$1,711.40	Jan-22	2021	\$29.70	2.0%
"B" Rink	each year	Y	\$1,022.00	\$1,039.37	\$1,060.16	\$137.82	\$1,197.98	Jan-22	2021	\$20.79	2.0%

Service Area: Promotion & Marketing - Arena Wall Sign Advertising

Joshua's Creek	each year	Y	\$1,640.00	\$1,667.88	\$1,701.24	\$221.16	\$1,922.40	Jan-22	2021	\$33.36	2.0%
----------------	-----------	---	------------	------------	-------------------	-----------------	-------------------	--------	------	---------	------

Service Area: Promotion & Marketing - Arena Wall Sign Advertising - CORE Groups

Joshua's Creek	each year	Y	\$1,070.00	\$1,088.19	\$1,109.95	\$144.29	\$1,254.25	Jan-22	2021	\$21.76	2.0%
----------------	-----------	---	------------	------------	-------------------	-----------------	-------------------	--------	------	---------	------

Service Area: Promotion & Marketing - Brochure Advertising

CORE Business Card	each	Y	\$189.00	\$189.00	\$192.78	\$25.06	\$217.84	Sep-22	2020	\$3.78	2.0%
CORE Quarter Page	each	Y	\$307.00	\$307.00	\$313.14	\$40.71	\$353.85	Sep-22	2020	\$6.14	2.0%
CORE Half Page	each	Y	\$497.00	\$497.00	\$506.94	\$65.90	\$572.84	Sep-22	2020	\$9.94	2.0%
CORE Full Page	each	Y	\$852.00	\$852.00	\$869.04	\$112.98	\$982.02	Sep-22	2020	\$17.04	2.0%

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

Service Provided	Unit of Measure	HST Y/N	2020 Base Fee	2021 Base Fee	2022 Proposed Base Fee	HST \$	2022 Fee (tax included)	Effective Date MMM-YY	Last Increase	2022 over 2021 \$ Change	2022 over 2021 % Change
Corporate Quarter Page	each	Y	\$521.00	\$521.00	\$531.42	\$69.08	\$600.50	Sep-22	2020	\$10.42	2.0%
Corporate Half Page	each	Y	\$948.00	\$948.00	\$966.96	\$125.70	\$1,092.66	Sep-22	2020	\$18.96	2.0%
Corporate Full Page	each	Y	\$1,800.00	\$1,800.00	\$1,836.00	\$238.68	\$2,074.68	Sep-22	2020	\$36.00	2.0%
Inside Back Cover	each	Y	\$3,080.00	\$3,080.00	\$3,141.60	\$408.41	\$3,550.01	Sep-22	2020	\$61.60	2.0%
Inside Front Cover	each	Y	\$3,080.00	\$3,080.00	\$3,141.60	\$408.41	\$3,550.01	Sep-22	2020	\$61.60	2.0%
Back Cover	each	Y	\$4,265.00	\$4,265.00	\$4,350.30	\$565.54	\$4,915.84	Sep-22	2020	\$85.30	2.0%

* 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	\$91.53	\$93.36	\$12.14	\$105.50	Jan-22	2021	\$1.83	2.0%
------------------	------	---	---------	---------	----------------	----------------	-----------------	--------	------	--------	------

Service Area: Promotion & Marketing - Digital Advertising

1 Month Contract	Each	Y	\$175.00	\$177.98	\$181.53	\$23.60	\$205.13	Jan-22	2021	\$3.56	2.0%
One Year Contract	Each	Y	\$1,612.00	\$1,639.40	\$1,672.19	\$217.38	\$1,889.58	Jan-22	2021	\$32.79	2.0%

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 (Maplegrove, Kinoak)