



# Town of Oakville Digital Sign Advertising CORE RATES

Our facilities play a valuable role in connecting communities. Digital Signboard Advertising is a popular and unique way to reach thousands of people each year. We welcome more than 3 million visitors to our centres annually for lessons, camps, leagues, tournaments, events, and more!

The Recreation and Culture department has 22 digital sign boards (42" televisions) in nine facilities. The screens showcase tailored facility/town-specific information along with advertiser content.

- Ads have a 20-second on screen presence, a minimum of 28 times per day on 22 screens totaling at least 588 impressions per day.

Location	Number 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
Trafalgar Park Community Centre	1
Queen Elizabeth Park	4
Oakville Trafalgar Community Centre	2

Discounts are offered for annual renewals and for contracts over \$5,000 annually.

## Contact Length

Advertising Fee

## One-month

\$102.54

## Terms and Conditions

- The client is responsible for providing suitable electronic artwork. Artwork to be approved by the town per the Advertising Sales Procedure.
- Ads are 1920 pixels wide by 1020 pixels high. Files are to be saved as .jpg for still advertisements or a .wmv file for video advertisements. There is no sound. Each advertising space is 20 seconds long.
- Creative may be changed on a monthly basis if provided by the first of the month.
- Discounts are offered for annual renewals – 15% year 2 and 30% year 3.
- A 25% discount is offered on all advertising contracts valued over \$5,000 per year.
- All prices are subject to HST.

## For more information:

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