

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

Service Provided	Unit of Measure	HST Y/N	2024 Base Fee	2025 Base Fee	2026 Proposed Base Fee	HST \$	2026 Fee (tax included)	Effective Date MMM-YY	Last Increase	2026 over 2025 \$ Change	2026 over 2025 % Change
------------------	-----------------	---------	---------------	---------------	------------------------	--------	-------------------------	-----------------------	---------------	--------------------------	-------------------------

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

"A" Rink	each year	Y	\$979.81	\$1,011.65	\$1,047.06	\$136.12	\$1,183.18	Jan-26	2025	\$35.41	3.50%
"B" Rink	each year	Y	\$729.16	\$752.86	\$779.21	\$101.30	\$880.50	Jan-26	2025	\$26.35	3.50%

Service Area: Promotion & Marketing - Arena Board Advertising

Rink #1 SMSC	each year	Y	\$1,996.07	\$2,060.94	\$2,133.08	\$277.30	\$2,410.38	Jan-26	2025	\$72.13	3.50%
"A" Rink	each year	Y	\$1,663.39	\$1,717.45	\$1,777.56	\$231.08	\$2,008.65	Jan-26	2025	\$60.11	3.50%
"B" Rink	each year	Y	\$1,164.38	\$1,202.22	\$1,244.30	\$161.76	\$1,406.05	Jan-26	2025	\$42.08	3.50%

Service Area: Promotion & Marketing - Arena Wall Sign Advertising

Joshua's Creek	each year	Y	\$1,868.47	\$1,929.19	\$1,996.72	\$259.57	\$2,256.29	Jan-26	2025	\$67.52	3.50%
----------------	-----------	---	------------	------------	-------------------	-----------------	-------------------	--------	------	---------	-------

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

Joshua's Creek	each year	Y	\$1,219.06	\$1,258.68	\$1,302.74	\$169.36	\$1,472.09	Jan-26	2025	\$44.05	3.50%
----------------	-----------	---	------------	------------	-------------------	-----------------	-------------------	--------	------	---------	-------

Service Area: Promotion & Marketing - Print Advertising - Seniors Services Newsletter

Quarter page (Portrait)	each	Y	N/A	\$107.94	\$111.72	\$14.52	\$126.24	Jan-26	2025	\$3.78	3.50%
Half Page (landscape)	each	Y	N/A	\$226.26	\$234.18	\$30.44	\$264.62	Jan-26	2025	\$7.92	3.50%
Full Page	each	Y	N/A	\$412.74	\$427.19	\$55.53	\$482.72	Jan-26	2025	\$14.45	3.50%
Insert Half Page	each	Y	N/A	\$384.99	\$398.47	\$51.80	\$450.27	Jan-26	2025	\$13.47	3.50%
Insert Full Page	each	Y	N/A	\$742.50	\$768.49	\$99.90	\$868.40	Jan-26	2025	\$25.99	3.50%

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

Service Provided	Unit of Measure	HST Y/N	2024 Base Fee	2025 Base Fee	2026 Proposed Base Fee	HST \$	2026 Fee (tax included)	Effective Date MMM-YY	Last Increase	2026 over 2025 \$ Change	2026 over 2025 % Change
Inside Cover	each	Y	N/A	\$742.50	\$768.49	\$99.90	\$868.39	Jan-26	2025	\$25.99	3.50%
Outside Back Cover	each	Y	N/A	\$1,237.50	\$1,280.81	\$166.51	\$1,447.31	Jan-26	2025	\$43.31	3.50%

Service Area: Promotion & Marketing - Digital Advertising - CORE Groups

1 Month Contract	Each	Y	\$102.54	\$105.87	\$109.58	\$14.24	\$123.82	Jan-26	2025	\$3.71	3.50%
------------------	------	---	----------	----------	-----------------	----------------	-----------------	--------	------	--------	-------

Service Area: Promotion & Marketing - Digital Advertising

1 Month Contract	Each	Y	\$199.38	\$205.86	\$213.06	\$27.70	\$240.76	Jan-26	2025	\$7.21	3.50%
One Year Contract	Each	Y	\$1,836.57	\$1,896.26	\$1,962.63	\$255.14	\$2,217.77	Jan-26	2025	\$66.37	3.50%

Arena and digital advertising - 2nd year renewal 15% discount, 3rd year renewal 30% discount

Arena and digital advertising - A 25% discount is available on annual advertising contracts valued at \$5,000 or more, before tax.

Advertising requests for facility spaces not listed may be recommended by staff for approval by the Director. Pricing will be established with transparency and fairness to maintain the integrity of existing contracts.

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)