



Panorama
RECREATION

Live well. Have fun.

Program Guide/Brochure

Fall 2011

Winter/Spring 2012

Summer 2012

Advertising Rates and Specifications





An Advertising Opportunity

Panorama Recreation Centre provides businesses with a unique advertising opportunity to reach a targeted audience by specific age group or interest group - and to be recognized as a supporter of healthy, active lifestyles.

Profile of Panorama Users

Residents in Sidney, North Saanich and Central Saanich rely on Panorama Recreation Centre to provide high-quality recreation services that are accessible and affordable.

Population of residents by municipality:

- Sidney: 11,315
- North Saanich: 10,823
- Central Saanich: 15,746

(2006 Stats Canada)

Average household income (2000):

- Sidney: \$50,934
- Central Saanich: \$69,461
- North Saanich: \$81,989
- The average for these three municipalities is \$67,461

Statistics on Panorama Recreation users:

- 56% of users are female, 44% are male
- 480,000 visits have been recorded over the last year in the pool, weight room, fitness classes, arena (ice & dry floor), racquet sports and registered programs
- 60% of respondents had used Panorama's services within the past 12 months (Strategic Plan survey, March 2003 - March 2004)

Benefits to Advertisers

- targeted advertising in the appropriate age or interest group section of the publication. Sections include: Special Events; Teen Programs; Camps; Community Recreation - Youth; Community Recreation - Adults; Fitness/Weights/Rehabilitation; Aquatics; and Racquet Sports.
- Sidney, North Saanich and Central Saanich distribution, 3 times a year
- long shelf-life
- community-focused
- association with healthy, active living
- reasonable rates

Distribution

22,000 Panorama Recreation Program Guides are printed three times a year in May, August and December. These guides are typically kept for reference over a three to six month period with distribution as follows:

- 15,500 copies are delivered to Peninsula Residents through the Peninsula News Review
- 2500 copies are delivered to Cordova Bay Residents through the Saanich News
- 2000 copies are delivered to local libraries, businesses, municipal halls and information centres
- 2000 are picked up by recreation users through Panorama Recreation & Greenglade Community Centres

Brochure Advertising Fees

| Full Colour** (these ad. are printed on electrabrite paper) | | Single Ad | Annual Fee (3 Ads.)* |
|--|------------------------|------------|----------------------|
| | Full Page | negotiated | negotiated |
| | 1/2 page | \$395.00 | \$1030.43 |
| | 1/4 page (2" x 7.125") | \$240.00 | \$626.09 |

| Full-colour -Gloss | | Single Ad | Annual Fee (3 Ads.)* |
|--------------------|--------------------|-----------|----------------------|
| | Inside Front Cover | \$1050.00 | \$2739.13 |
| | Inside Back Cover | \$1050.00 | \$2739.13 |
| | Outside Back Cover | \$1250.00 | \$3260.87 |

Please note that the prices listed above are for camera-ready ads only and do not include HST. Design costs are charged at \$70 per hour for ads that are not camera ready and \$30 is charged for minor ad revisions when ads are designed by Panorama Recreation.

* Full payment is required prior to the first Program Guide delivery date.

** Use of a full colour is included in the price. Designer must use CMYK to designate areas that will appear in colour.

“Camera-ready” (Digital ad submission)

“Save-as” PDF files (Adobe InDesign, Quark Xpress, Adobe Illustrator, Adobe Photoshop) and native application files (Adobe InDesign, Adobe Illustrator, Adobe Photoshop) are acceptable for “camera-ready” or digital ad submissions. PDF file format is preferred, since this produces reliable and predictable reproduction. TIFF file format is also acceptable, although PDF is preferred.

When sending material:

1. If the file is less than 2mb, the file can be sent by email to: lsneek@panoramarec.bc.ca
2. If the file is larger than 2mb, please submit your file/s on a PC formatted CD-ROM

Specifications:

Size of ad

Full page



7.125" x 9.5"

1/2 page



4" x 7.125"

1/4 page



2" x 7.125"

Trim Size

Please contact Lisa Sneek, Marketing Coordinator for further details or clarification:
Email: lsneek@panoramarec.bc.ca Tel: 250.655.2179 Fax: 250.656.3360

Terms and conditions

General Information

- a. Advertiser and advertising agency agree that Panorama Recreation shall be under no liability for its failure for any cause to publish any advertisement
- b. Panorama Recreation reserves the right to refuse any advertisement for any reason. Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of any advertisements printed and also assume any responsibility for any claim arising therefrom against Panorama Recreation.
- c. Photographs, artwork and other production items made available for advertisers are charged to them separately, in addition to other space charges.
- d. Rates are subject to change without notice.
- e. Panorama Recreation shall be entitled to payment, as herein provide, upon having completed the printing of the advertising and having taken reasonable steps to see that the publication shall be distributed.
- f. Panorama Recreation will not be responsible for reproduction of colour advertisements unless digital proofs are generated from the supplied digital file.

Contract and Copy regulations

- a. Frequency discounts will not be recognized unless a contract is issued
- b. No cancellations are accepted after closing date for advertising space
- c. Panorama Recreation is not bound by any conditions, printed or otherwise , appearing on contracts or copy instructions when such conditions conflict with policies covered by this rate card.
- d. Verbal agreements are not recognized by Panorama Recreation

Storage of printed material/digital ads

Original material will be stored by Panorama Recreation for six months and then destroyed unless otherwise advised by the advertiser or agency.

Mechanical specifications

Printing: Web offset. Binding: saddle-stitch.

Panorama Recreation does not accept responsibility for material content or colour trapping.
Production charges may apply for material that is not to specification and for alterations.

Invoices

An invoice will be issued on the date of Program delivery: Term net 30 days.



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