



Town of Aurora Department of Community Services  
Program Guide

# Advertising Information Package



## Advertising in the Town of Aurora Program Guide

The Town of Aurora's Program Guide presents an opportunity to local advertisers who provide Aurora's residents with programs, activities, products or services that are educational, recreation or leisure oriented, to reach their local market.

The Program Guide is distributed three times a year (Winter, Spring/Summer, Fall) and contains information and programs for all age groups from infants to seniors.

Each guide will stay current until the distribution of the next issue allowing your advertisement to maximize potential of being viewed. With our programs running at various times and dates, families must look through the guide to review and choose new programs as well as refer to important information, throughout its course in the home.

Additional copies are available at the Aurora Family Leisure Complex, the Stronach Aurora Recreation Complex, Aurora Community Centre, Aurora Public Library, Aurora Seniors' Centre, Town Hall and it is always on our website.

	Months in Circulation	Distribution Date
Spring/Summer	5 1/2 months	Mid-February
Fall	3 months	Mid-July
Winter	3 1/2 months	Mid-November

## How to Submit Your Ad

All forms/cheques can be mailed or delivered in person, to the Community Services Department.

**Attention:**

Shelley Ware  
Aurora Family Leisure Complex  
135 Industrial Parkway North  
Aurora, ON L4G 4C4

**For more information, please contact:**

Shelley Ware, Recreation Supervisor  
Attn: Special Events  
P: 905-726-4762  
F: 905-727-7097  
sware@aurora.ca



## Advertising Fees

All of our ads are in colour.

Our advertising space is limited in each guide and we offer 'first right of renewal' to our most recent advertisers. All subsequent advertisement requests will be processed on a first-come, first-served bases and every effort will be made to accommodate these requests

	Dimensions W x H	Winter Guide	Spring / Summer Guide	Fall Guide
<b>1/8 Page</b>	3 1/4 x 2 1/8	\$198.00	\$209.00	\$198.00
<b>1/4 Page (Non-Profit)</b>	Same as Below	\$252.00	\$277.00	\$252.00
<b>1/2 Page (Non-Profit)</b>	Same as Below	\$420.00	\$462.00	\$420.00
<b>1/4 Page</b>	3 1/2 x 4 1/2	\$360.00	\$396.00	\$360.00
<b>1/2 Page</b>	7 1/4 x 4 1/2	\$600.00	\$660.00	\$600.00
<b>1/2 Page</b>	3 1/2 x 9 1/4	\$600.00	\$660.00	\$600.00
<b>Interior Full Page</b>	8 1/8 x 10 1/4	\$1,138.00	\$1,244.00	\$1,138.00
<b>Inside Front Cover (FC)</b>	8 1/4 x 10 3/4	\$1,318.00	\$1,452.00	\$1,318.00
<b>Inside Back Cover (FC)</b>	8 1/4 x 10 3/4	\$1,318.00	\$1,452.00	\$1,318.00
<b>Outside Back Cover (FC)</b>	8 1/4 x 10 3/4	\$1,413.00	\$1,523.00	\$1,413.00

\*\* All prices above include HST

\*\* Advertising fees are established on a yearly basis and are subject to increase within one year, based on unforeseen costs (ie: increased printing costs and costs of paper supplies). Advertisers will be notified of any changes in fees prior to placing their ads.

## Non-Profit Advertisers

Any advertisers requesting to be charged the non-profit advertising rate will be asked to provide our department with their non-profit registration number and/or complete justification of non-profit/financial status.



## Advertisement Submission Format

Best results will come from a high resolution PDF in CMYK (300 dpi) following formats:

1. Ideally an Adobe Acrobat PDF, greyscale or process colour
2. We can also accept:
  - Adobe CS2-CS5
  - InDesign, Illustrator, Photoshop
  - Quark XPress 7.0
  - High resolution JPG with all fonts embedded
  - High resolution PDF with all fonts embedded.

All advertisements must be submitted in black and white or process colour. Ads **MUST** be submitted in exact dimensions and in an acceptable format or a surcharge will be applied for modifications.

## Modifications of Artwork

Requests for minor modifications to artwork will be accepted. Advertising staff will determine the viability of the request itself. Every effort will be made to accommodate all requests, however, due to technical issues and design techniques, we cannot guarantee that your request can be fulfilled. All request approvals will be made at the discretion of our advertising staff.

The following are considered minor modifications:

1. Small text changes eg. dates or address changes
2. Other requests may be entertained.

## Terms of Payment

A credit card number or cheque(s) for the total amount owed for the ad size being requested, must accompany an Advertisement Request Form. Please submit one cheque per publication, post dated to 30 days prior to the date of distribution for each. On the cheque reference line, please note the Program Guide issue and size of ad (eg. 1/4 page ad–Winter 2019). Cheques should be made payable to: The Town of Aurora. For Visa or Mastercard payment, please provide valid card information on the Advertisement Request Form (number, expiry, name on card).

All advertisers will be mailed a receipt, along with a copy of each publication booked.

**Payment will be processed prior to the publication date.**

**We regret that we cannot consider placing any ads if payment does not accompany the Advertisement Request Form and/or until any/all outstanding payments are received.**



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[sware@aurora.ca](mailto:sware@aurora.ca)

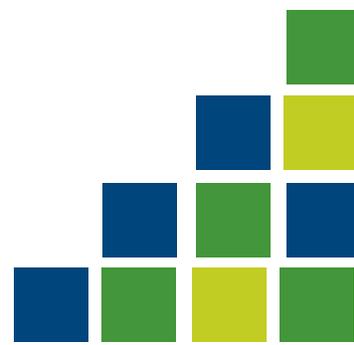
All ad submissions must be accompanied by the following information in order to reserve your ad space:

- **Advertisement Request Form**
- Advertisement artwork
- Payment : post-dated cheque(s) for full amount (**separate cheques for each guide being booked**), made payable to the Town of Aurora or correct and complete Credit Card information on the Advertising Request Form
- Cheques must be dated 30 days prior to the date of distribution of the guide it is for.
- **NOTE:** Payment will be processed prior to the publication date.

If you require clarification on the amount to make your cheques out for or the date to post-date them for, please contact Shelley Ware.

**It is the responsibility of the advertiser to confirm that the Community Services Department has received your advertisement.**

	Ad Submission Dates	Distribution Date
Spring/Summer Guide	December	Mid - February
Fall Guide	May	Mid - July
Winter Guide	September	Mid - November



# Program Guide Advertisement Request Form

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_

What product or program will you be promoting: \_\_\_\_\_

Please check the appropriate box(es) below.

NOTE: Each selection incurs its own advertising fees. Previous clients have first right of renewal and we will do our best to accommodate all requests. All prices below include HST.

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**Advertising Agreement:**

By signing this agreement, I confirm that I have read and understood this Advertising Package and I wish to place an advertisement with the Town of Aurora. I agree to submit electronic or camera ready artwork, as per the deadlines provided. Should I wish to cancel this agreement once signed, I understand that I am obligated to pay for 30% cost of the ad(s) that I originally reserved. I further agree to pay in full all charges within 30 days of the receipt of invoice and that any unpaid charges bear interest at 2% per month. I also warrant and represent that the Town of Aurora owns the intellectual property rights, including copyright, in the material, including artwork, once submitted.

Buyers Signature: \_\_\_\_\_ Date: \_\_\_\_\_



<b>Payment:</b> (Payment MUST accompany this contract. Please make cheques payable to: Town of Aurora)	<input type="checkbox"/> VISA <input type="checkbox"/> M/C    Card #: _____ Exp: _____
	Name on Card: _____ <input type="checkbox"/> Cheque (attached)

