



Fall ad submissions due
May 28, 2024

PROGRAM GUIDE

Ad Specifications

4,400 printed copies mailed to Morinville residents

1,000 printed copies distributed to Morinville Town Hall, Morinville Leisure Centre, Morinville Community Cultural Centre and Morinville Community Library

A digital version of the program guide is available online at www.morinville.ca/programguide

Printed and digital copies of the 2024 fall program guide will be available in print and online

August 7, 2024



Updated
Size
Structure

AD SIZING & PRICING

Full Page - No Bleed
6.76" wide x 8.62" tall

Full Page - With Bleed
8" wide x 10.075" tall

— Include 0.2362 bleed

--- Include .5 safety
from trim area for all ad copy

For Profit: \$326+GST
Non-Profit: \$305+GST

Half Page Vertical
3.32" wide
x 8.6" tall

For Profit: \$194+GST
Non-Profit: \$173+GST

Half Page

6.78" wide x 4.25" tall

For Profit: \$194+GST
Non-Profit: \$173+GST

Bottom Banner

6.75" wide x 2.155" tall

For Profit: \$97+GST
Non-Profit: \$77+GST

Business Card

3.376" wide
x 2" tall

For Profit: \$71+GST
Non-Profit: \$50+GST

Quarter Page

3.32" wide x 4.25" tall

For Profit: \$109+GST
Non-Profit: \$88+GST

HIGH QUALITY PRINTING:
OUTSIDE COVER PRINTED ON HI-GLOSS STOCK,
INSIDE PAGES PRINTED ON NEWSPRINT.

AD REQUIREMENTS

- Artwork must be supplied at 100% of printed size and meet all ad sizing specifications
- Type must be at minimum of 6pt at final size

Acceptable file formats:

- PDF file (minimum 300dpi - print quality)
- JPG file (minimum 300dpi - maximum quality)
- All high resolution images must be a minimum of 300dpi at 100% of final print size

- All fonts and photos must be embedded
- All colour within an ad must be CMYK or grayscale
- Files created in a vector-based format such as Adobe Illustrator, must have fonts converted to outlines before generating the PDF
- Files created in Adobe Photoshop, must have all type rasterized before generating the PDF

File submission:

- Completed ads that have met all ad requirements can be emailed to sponsorship@morinville.ca
- For ads that exceed email capacity, please email sponsorship@morinville.ca for large file ad delivery instructions

For more information on advertising in our Program Guide, please contact: Community Engagement & Partnerships Specialist
P. 780-238-5174 | E. sponsorship@morinville.ca | www.morinville.ca

Morinville Leisure Centre Advertising



Rink Boards



Custom Opportunities

	1 Year	2 Years	3 Years
Landrex Arena Rink Board 94" by 32"	\$1000	\$1750 <i>Save \$250 on 2-year agreement</i>	\$2500 <i>Save \$500 on 3-year agreement</i>
Landrex Arena Rink Board & Outdoor Multi-sport Facility Rink Board	\$1500 <i>Save \$100 by bundling</i>	\$2500 <i>Save \$250 by bundling on 2-year agreement</i>	\$3350 <i>Save \$350 by bundling on 3-year agreement</i>
Naming Rights for Dressing Room/Official's Room	\$500	\$750	\$1000
Zamboni Wrap Full wrap, includes front and top	_____	_____	\$6000
MLC Concession Tables 5" by 5" vinyl decals (two sets of three tables available)	\$1200	_____	_____

Prices listed do not include production, design, or GST.

High Impact Bundles

Combine the strong exposure and brand awareness of a rink board with the flexibility and power of a digital campaign to support your marketing goals.



All-Star

\$1750
Retail value \$2000

Landrex Arena rink board
PLUS
one ten-second digital video ad
in MLC for 12 months.
Save \$250 by bundling



MVP

\$1450
Retail value \$1600

Landrex Arena rink board
PLUS
one ten-second digital video ad
in MLC for 6 months.
Save \$150 by bundling



Hat Trick

\$1200
Retail value \$1300

Landrex Arena rink board
PLUS
one ten-second digital video ad
in MLC for 3 months.
Save \$100 by bundling

For more information on advertising at the MLC, please contact: Community Engagement & Partnerships Specialist
P. 780-238-5174 | E. sponsorship@morinville.ca | www.morinville.ca