

**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.

**High Quality Printing:** Outside cover printed on hi-gloss stock, inside pages printed on Newsprint.

A digital version of the program guide is available online at [www.morinville.ca/programguide](http://www.morinville.ca/programguide)



Ads starting as low as

**\$71+GST**

Special rates available for non-profit groups

## PROGRAM GUIDE AD SIZING



Scan to submit your ad using our **EASY ONLINE FORM**

### Full Page - No Bleed

6.75" wide x 8.58 tall

### Full Page - With Bleed

8" wide x 10.075" tall

Include .5" safety area between ad copy and edge of page

For profit: \$338

Not-for-profit: \$305

Copy cannot extend into safety area

### Half Page Vertical

3.32" wide x 8.6" tall

For profit: \$201

Not-for-profit: \$181

### Half Page Horizontal

6.78" wide x 4.25" tall

For profit: \$201

Not-for-profit: \$181

### Bottom Banner

6.75" wide x 2.155" tall

For profit: \$101

Not-for-profit: \$91

### Business Card

3.32" wide x 2" tall

For profit: \$74

Not-for-profit: \$67

### Quarter Page

3.32" wide x 4.25" tall

For profit: \$113

Not-for-profit: \$102

## SPECIAL PLACEMENT

### Inside Back Cover

For profit: \$507 | Not-for-profit: \$416

### Inside Front Cover

For profit: \$676 | Not-for-profit: \$609

### Outside Back Cover

For profit: \$761 | Not-for-profit: \$686

### 2-Page Centre Spread

For profit: \$1,015 | Not-for-profit: \$914

## BUNDLE AND SAVE

BUNDLE PRICING	For profit	Not-for-profit
3 Bottom Banners	\$288	\$260
3 Quarter Pages	\$323	\$291
3 Half Pages	\$573	\$516
3 Full Pages	\$964	\$870
3 Inside Back Covers	\$1,445	\$1,186
3 Inside Front Covers	\$1,927	\$1,736
3 Outside Back Covers	\$2,169	\$1,955

To qualify for bundle pricing, all three ads must be the same size and booked in consecutive program guide issues. Bundle pricing starts in January 2025 but can be applied to Winter 2025 program guide ads if payment has been received.

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

## AD SUBMISSION DEADLINES

### *Spring/Summer 2025*

January 17, 2025

### *Fall 2025*

May 27, 2025

### *Winter 2026*

September 24, 2025

## TERMS AND CONDITIONS

Advertising is accepted subject to the discretion of the Town of Morinville.

The advertiser assumes all responsibility for the unauthorized use of names, photographs, devices, or words protected by copyright or registered trademark.

Charges for advertising will be levied according to the rate sheet.

Payment must be made within 30 days of invoicing. Further, advertising accounts must be in good standing and paid in full to guarantee ad placement in the program guide.

**Overdue accounts:** A 3% monetary penalty will be charged on all accounts 30 days overdue. At 60 days overdue, an additional 3% monetary penalty will accrue. At 90 days overdue, a further 3% monetary penalty will be applied, and you will no longer be able to book additional advertising. Any invoices that are 90 days overdue, or more, will be sent to collections.

**Insufficient funds fee:** In the event of a payment being returned due to insufficient funds, the Town reserves the right to apply a \$35 fee.

Charges are subject to change without notice. Advertisers with contracts will be notified of changes in advance.

The fees as per the schedule on the previous page, do not include any typesetting or graphic design. Advertisers are required to submit print-ready PDF or JPEG files as per specifications below and according to the schedule above. If print-ready electronic files are not provided by the submission deadline(s), material on hand will be used.

Morinville will not be responsible for damages arising from errors in advertisements beyond the amount paid for the space occupied by that advertisement.

Morinville accepts no liability for late publication or for non-insertions of any advertisement beyond the amount paid for such advertisement.

Morinville shall have the right to hold the advertiser and/or its agency liable for such costs as are due by this contract. Cancellations must be submitted in writing and received prior to the submission deadline.

Cancellations following the submission deadline will result in a full billing of the reserved space. Advertisers failing to complete a multiple insertion schedule will be charged a short-rate billing of all unearned discounts. Morinville accepts no liability for late publication or for non-insertions of any advertisement beyond the amount paid for such advertisement.

Morinville shall have the right to hold the advertiser and/or its agency liable for such costs as are due by this contract. Cancellations must be submitted in writing and received prior to the submission deadline.

Morinville reserves the right to request proof of not-for-profit or charitable status.

Cancellations following the submission deadline will result in a full billing of the reserved space. Advertisers failing to complete a multiple insertion schedule will be charged a short-rate billing of all unearned discounts.



For more information on advertising in our program guide, please contact:  
Community Engagement & Partnerships Specialist  
Scan QR Code | P. 780-238-5174 | E. [sponsorship@morinville.ca](mailto:sponsorship@morinville.ca)  
[www.morinville.ca](http://www.morinville.ca)

# Morinville Leisure Centre Advertising



Rink Boards




Custom Opportunities

	1 Year	2 Years	3 Years
<b>Landrex Arena Rink Board</b> 94" by 32" <div style="position: absolute; top: 10px; right: 10px; background-color: #e91e63; color: white; padding: 5px; transform: rotate(-45deg); font-weight: bold;">90% SOLD</div>	<b>\$1000</b>	<b>\$1750</b> <i>Save \$250 on 2-year agreement</i>	<b>\$2500</b> <i>Save \$500 on 3-year agreement</i>
<b>Landrex Arena Rink Board &amp; Outdoor Multi-sport Facility Rink Board</b>	<b>\$1500</b> <i>Save \$100 by bundling</i>	<b>\$2500</b> <i>Save \$250 by bundling on 2-year agreement</i>	<b>\$3350</b> <i>Save \$350 by bundling on 3-year agreement</i>
<b>Naming Rights for Dressing Room/Official's Room</b>	<b>\$500</b>	<b>\$750</b>	<b>\$1000</b>
<b>Zamboni Wrap</b> Full wrap, includes front and top	_____	_____	<b>\$6000</b>
<b>MLC Concession Tables</b> 5" by 5" vinyl decals (two sets of three tables available)	<b>\$1200</b>	_____	_____

**Contact us for custom advertising solutions!**

## 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*

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

**For more information on advertising at the MLC, please contact: Community Engagement & Partnerships Specialist  
P. 780-238-5174 | E. [sponsorship@morinville.ca](mailto:sponsorship@morinville.ca) | [www.morinville.ca](http://www.morinville.ca)**