



## EAST FERRIS COMMUNITY CENTRE ADVERTISING PROGRAM

The Recreation and Facilities Department is please to offer a new advertising program at the East Ferris Community Centre.

Take advantage of the many great exposure opportunities your business or organization will enjoy through advertising at the East Ferris Community Centre.

### ADVERTISING RATE CARD

Ad Type / Size	Standard Pricing
<b>Rink Boards</b>	\$225.00 per year 38% increase over current rate of \$144.00 Average cost of arena boards of approximate same size \$380-\$425 per year
<b>Wall Signs</b>	\$125.00 per year (4ft x 4ft) \$200.00 per year (4ft x 8ft) Average cost of arena boards of approximate same size \$380-\$425 per year
<b>Zamboni Wraps</b>	\$300.00 per year, Front \$200.00 per year, Side
<b>Digital Display</b>	\$15.00 per week \$35.00 per month \$190.00/6-month prepaid contract (save \$30.00) \$325.00/12-month pre-paid contract (save \$95.00) *administration fee of \$20.00 for each add change
<b>Skate Aids</b>	\$50.00 per skate aid, yearly

\* prices do not include HST.

## **ADVERTISING SPECIFICATIONS**

### **Rink Board Signage**

All Rink Board signage placements will receive total visibility within the community centre, both from the facility spectator seating (lobby & rink side) and the upstairs hall and boardroom.

Rink Board signage will be produced on lightweight styrene panels, covered with durable and transparent Lexan sheets. For signage board consistency manufactures must contact facility staff to ensure construction specifications.

Each Rink Board will be produced and placed in such a manner that the proper spacing between boards will provide a professional look, allowing for the best possible exposure for your company's advertising message. Sign renters and advertisers are responsible for all production, and installation of their advertisement. It is the responsibility of all advertisers to replace advertisements damaged due to normal facility activities.

#### **Signage Placement**

Strategically positioned at ice level across from the spectator seating area.

#### **Signage Sizes**

Rink Board 39" x 96"

#### **Signage Material**

Vinyl Decal

#### **Signage Frequency**

One Year Contract  
With option to extend.

### **Wall Signs**

Wall Board Signage offers your company the opportunity to choose a variety of marketing options that will best suit your company's specific needs. Sign renters and advertisers are responsible for all production, and installation of their advertisement. It is the responsibility of all advertisers to replace advertisements damaged due to normal facility activities.

All wall boards will be placed above the player benches, across from the spectator seating area for maximum visibility, providing the best possible exposure for your company's advertising message. Wall board will be seen from the facility spectator seating (lobby & rink side) and the upstairs hall and boardroom.

Wall boards signage will be produced on coroplast with a 3m. vinyl decal.

#### **Signage Placement**

Choose from a variety of locations across from the spectator seating area.

#### **Signage Sizes**

Size Options: 4' x 4' or 4' x 8'

#### **Signage Material**

Coroplast board with 3m Vinyl Decal  
on min. 3/8" ply wood / 3m Vinyl Decal

#### **Signage Frequency**

One Year Contract  
With option to extend.

## **Zamboni Wraps**

Captivate the attention of viewers as they clean the ice before, after and in between hockey games and other on-ice activities. Zamboni wrap placements will receive total visibility within the community centre, both from the facility spectator seating (lobby & rink side).

Wraps will be produced on a 3m. Vinyl Decal. For wrap consistency manufactures must contact facility staff to ensure construction specifications.

Sign renters and advertisers are responsible for all production, and installation of their advertisement. It is the responsibility of all advertisers to replace advertisements damaged due to normal facility activities.

### **Signage Placement**

Left Panel  
Right Panel  
Full Wrap

### **Signage Sizes**

N/A

### **Signage Material**

3m Vinyl Decal

### **Signage Frequency**

One Year Contract  
With option to extend.

## **Digital Display**

The Digital Display screens are only placed in high traffic flow areas of the facility such as the lobby where parents wait for their children during practices, before and after games, and one is in the upstairs hall.

Our media program consisted of broadcasting some or all the following information along side of community business ads, Community centre programs, Municipal special events, and room assignments for hockey parents.

### **Signage Placement**

Digital display placed in high traffic areas of our facility. Everyone who enters our facility will have visibility of the display.

### **Signage Sizes**

TBD

### **Signage Material**

Supply ad electronically, ready to go in JPEG, BITMAP format.

### **Signage Frequency**

Appears   times per hour for 10-15 seconds on lobby TV.

## **Skate Aids**

The East Ferris Community Centre own 10 skate aids. Skate Aid signage will receive visibility during Public Skating events, and on demand for private rentals.

For signage board consistency manufactures must contact facility staff to ensure construction specifications.

### **Signage Placement**

Front Panel

### **Signage Sizes**

11" x 9"

### **Signage Material**

3m Vinyl Decal

### **Signage Frequency**

Visible during every Public Skate;  
approximately 1000 skaters per season.

## **ADVERTISING GUIDELINES**

- The Municipality reserves the right to refuse approval of a proposed advertisement, and this right of refusal is entirely in the discretion of the municipality, with the advertising fee being refundable to the Advertiser.
- All advertising shall adhere to all Municipal by-laws/and or policies and support the Municipality's Strategic Plan
- Advertising must not impact the quality and integrity of the Municipality's buildings and facilities.
- All advertising agreements shall be evaluated on an ongoing basis. The term of all agreements shall not exceed three years.
- The design, production, replacement, and maintenance costs will be the responsibility of the advertiser.