

Community Wellness Guide

RECREATION & CULTURE

Fall '12 / Winter '13

Publishing: August 7, 2012

Distribution: August 24, 2012

Programming: Sep'12 thru Feb'13

Deadline for submission: June 29, 2012



- ☆ Welland's **#1 guide** to recreation and cultural pursuits
- ☆ Packed full of informative and **exciting** local information
- ☆ An extremely **well read** and useful community publication
- ☆ Printed on **top quality** premium newsprint - **Full Colour throughout**
- ☆ Full process colour gloss cover and centre insert, inside and outside, front and back
- ☆ **21,000 copies hand delivered to residents and key public locations.**
- ☆ Online exposure on City website is **FREE**

	ASSOCIATE PARTNER OR NON-PROFIT		COMMERCIAL		FULL Colour/Gloss	
	Black/White*	Full Colour	Black/White*	Full Colour	COVER	
Full Page	\$217	\$261	\$445	\$534	Inside Front	\$668
Two-thirds	\$163	\$196	\$343	\$411	Inside Back	\$668
One-half	\$130	\$157	\$261	\$313	Back	\$1,284
One-third	\$92	\$111	\$190	\$228	CENTRE INSERT	
One-quarter	\$77	\$92	\$153	\$183	Full Page	\$653
One-sixth	\$59	\$71	\$114	\$138	One-half	\$385
Bus. Card	\$44	\$52	\$87	\$104	One-quarter	\$217
*Black/White is grayscale with option of one spot colour					Bus. Card	\$136

Additional Service:

All fees are subject to HST

We will create your advertisement for an additional 15% of your fee.

See attached submission guidelines and size template

More information call: 905-735-1700 ext. 4006

CITY OF WELLAND ~ INTEGRATED SERVICES

Recreation & Culture Division

Welland Community Wellness Complex

145 Lincoln Street, Welland, ON L3B 6E1

Phone: 905-735-1700 Fax: 905-732-6187





**CITY OF WELLAND ~ Integrated Services
Recreation & Culture Division**
Welland Community Wellness Complex
145 Lincoln Street, Welland, ON ~ L3B 6E1
Phone: 905-735-1700 Fax: 905-732-6187
www.welland.ca

Submission guidelines for advertising in the Community Wellness Guide

Format

- Hi-res pdf (fonts embedded) – most desirable
- jpeg
- InDesign (with fonts and pics included)
- Word (requires conversion and may be subject to graphics fee)
- Publisher (requires conversion and may be subject to graphics fee)
- Power Point (requires conversion and may be subject to graphics fee)
- Clean hard copy for scanning

Size

- submit above format in your reserved space size i.e. Business card; ¼ page - see size template (resizing may be subject to graphics fee)
- Ad copy should have a 2 pt bounding box

Black and White (with one spot colour)

- Colour signatures can still be present when submitting your advertising copy. Be sure to remove colour when converting to grayscale. Spot colour will be pre-determined by our Graphics Coordinator. More than one colour will be subject to full colour fee (graphics fee applicable if parameters are not met)

Full Colour

- Full Colour on interior pages (newsprint)
- Full Colour/**Glossy** is available for Cover and Insert advertising only. **Note:** Advertisers who purchased glossy space will be given 'first right of refusal' by identified deadline
- CMYK colour signature is required (conversion may be subject to graphics fee)
- Back cover only – when graphics are border to border allow a .25" bleed on all sides (note page finished size)

Graphics Fee: 15% of your advertising rate

- We can create your advertisement for a small fee. Particulars are required i.e. content, logos, font, etc.
- This fee will be charged if your advertisement is not print ready (details noted above)

Alice Harris, Graphics Coordinator
Ext. 4006
alice.harris@welland.ca

