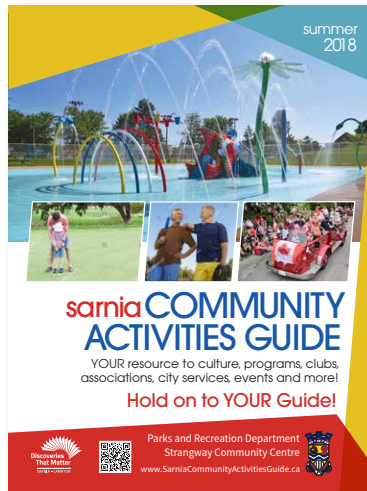


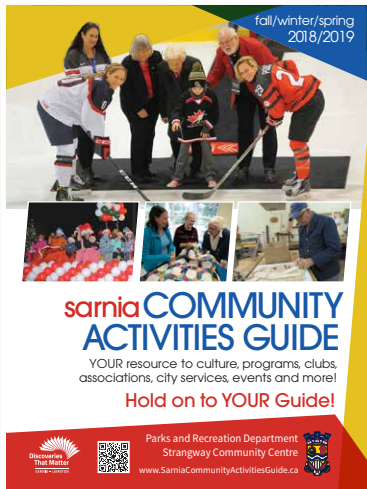


**SARNIA COMMUNITY
ACTIVITIES GUIDE**
Advertiser Contract



The popular Summer issue offers many recreational activities all summer long.

The Fall/Winter/Spring issue, of your Guide offers many indoor courses and activities for all ages.



“Get Noticed” all year round by advertising in both issues.

Book ad space in both the Summer & Fall/Winter/Spring issues and Save 10%

AD RATES AND DIMENSIONS

Ad Size	Ad Price
1/8 page	3.44" x 2.3" \$250.00
1/4 page - hor.	7" x 2.3" \$425.00
1/4 page - vert.	3.44" x 4.75" \$425.00
1/2 page - hor.	7" x 4.75" \$675.00
1/2 page - vert.	3.44" x 9.625" \$675.00
Full page*	7" x 9.625" \$930.00
Inside Front Cover	7" x 9.625" \$1100.00
Back Cover	7" x 9.625" \$1600.00
Map Listing	\$40.00

Be Part of It! ...and get noticed!

This is our City's OFFICIAL Community Activities Guide to Recreational and Fitness Programs, as well as many Weekly Activities, Groups and Clubs, Learning Programs, Art and Cultural Programs, Special Events and more!

So many reasons to be part of this Guide!

By advertising in this Guide, you are receiving direct access to everyone in our Community as this Guide is distributed to all households and other key locations throughout the Sarnia area.

This Guide is a great source for community information – from the directory of city services and facilities to the programs, activities and events. With such a broad range of interests and information being highlighted, this publication will be an invaluable resource and excellent opportunity for your business to “Get Noticed”! If your audience is Sarnia and the surrounding area, the **Sarnia Community Activities Guide** is the one your business needs to advertise in.

Circulation 35,000 - published twice yearly and delivered to Sarnia Households!

SUMMER 2018 AD DEADLINES

Artwork/Copy - March 2, 2018

FALL/WINTER/SPRING 2018/2019 AD DEADLINES

Artwork/Copy - July 27, 2018

Grafiks Marketing & Communications

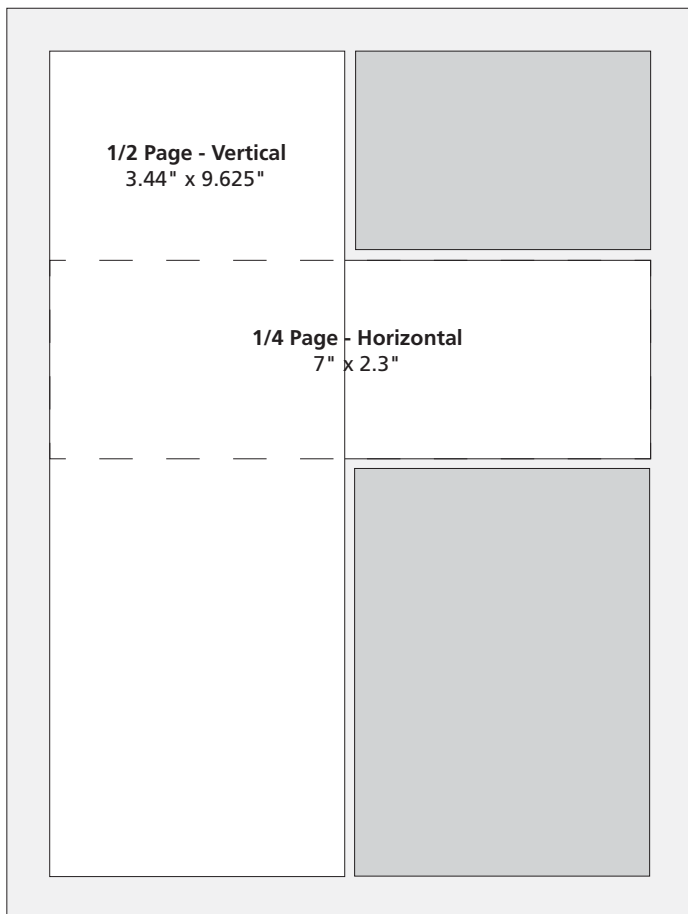
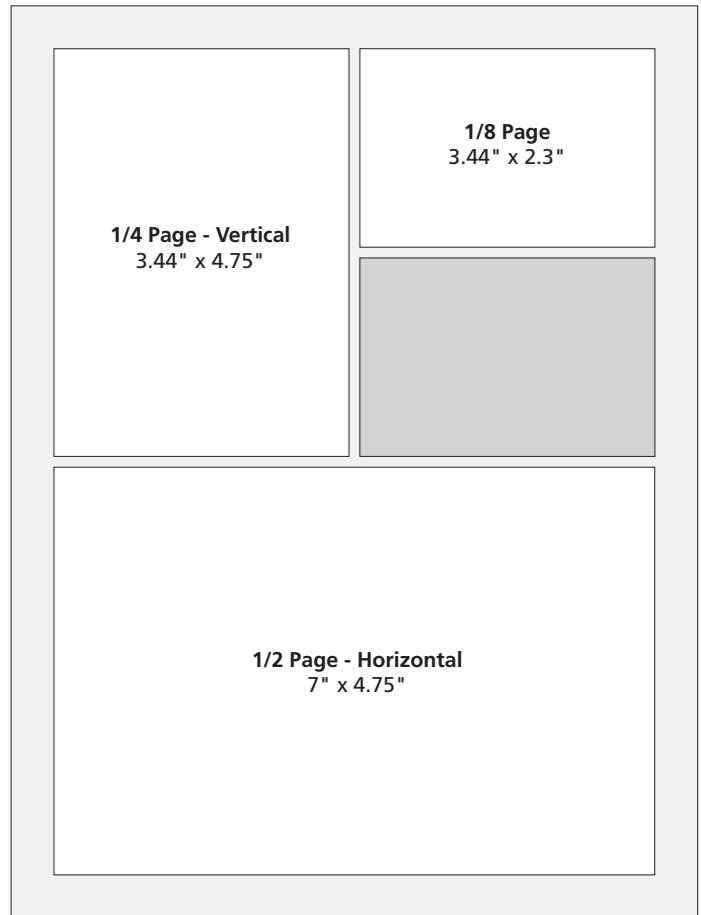
225 Mitton St. N., Sarnia, Ontario N7T6H5

Salesperson:

Be Part of It! ...by highlighting activities, programs, events etc. within your ad!

Add to the existing resources of this Guide while strengthening the power of your ad by including related program information, photos, etc., within your ad or simply have your business endorse an activity or event by including their logo in your ad. Give us a call and ask how you can benefit from all this Guide has to offer!

Full Page
Image area 7" x 9.625" →
Trim Size 8" x 10.625" →
Add .125" for bleed →



This is YOUR City...Embrace it by being part of our Parks, Arenas, Transit, Facilities and **MORE!**

Great businesses, people, products and services - together will make this campaign a great success. This is **MORE** than just a **Marketing Opportunity** for your business. This is your opportunity to show everyone that you support your City, and that you are **PROUD OF IT!**

So many advertising opportunities available!

- **Arenas:** Sarnia, Clearwater Red & Blue Rink Boards, Zamboni, Directional and Seating Signage, Scoreboard, and more.
- **Transit:** Buses, Shelters - interior and exterior, Banners, Wraps, and Brochures.
- **Parks:** Canatara, Germain, Centennial, Clearwater, Norm Perry...to name a few, Tennis Courts, Picnic Shelters, Benches, and much more.
- **Community Centre Amenities:** Baxter Park CC, Newton CC, Tecumseh CC (indoor and outdoor)
- **Strangway Centre:** Activity Centre for families and single persons - young and old alike. (indoor and outdoor)
- **Events:** Talk to us about supporting/being part of the many year round events held by the City of Sarnia - from Canada Day to Christmas on the Farm
- **Programs and Publications:** Produced by our City.
- **Sarnia Community Activities Guide:** 2 issues/year, 35,000 print circulation & on-line.

Let us know how you would like to show your pride in Sarnia. Share your thoughts and ideas and let's add to this list of opportunities.

sales@BePartOfSarnia.ca

BePartOfSarnia.ca





SARNIA COMMUNITY ACTIVITIES GUIDE

Advertiser Contract

www.SarniaCommunityActivitiesGuide.ca



Date:		FOR GRAFIKS USE ONLY
Contract Made Between:		
and City of Sarnia - Parks and Recreation Department		
Contact Name:		
Billing Address:		
Community:	Postal Code:	
Phone:	Fax:	
Email:	Accounts Payable Email:	
Payment Options: <input type="checkbox"/> Cheque – payable to Grafiks Marketing & Communications		
<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> EFT (Electronic Funds Transfer)		
Name on card:		
Card Number:	Expiry Date:	

Book ad space in both issues and **Save 10%** *Summer **Fall/Winter/Spring

Ad Size	Issue 1*	Issue 2**	Ad Price	Price	Artwork Special Instructions:
<input type="checkbox"/> 1/8 page 3.44" x 2.3"				\$	
<input type="checkbox"/> 1/4 page - hor. 7" x 2.3"				\$	
<input type="checkbox"/> 1/4 page - vert. 3.44" x 4.75"				\$	
<input type="checkbox"/> 1/2 page - hor. 7" x 4.75"				\$	
<input type="checkbox"/> 1/2 page - vert. 3.44" x 9.625"				\$	
<input type="checkbox"/> Full page ¹ 7" x 9.625"				\$	
<input type="checkbox"/> Inside Front Cover ¹ 7" x 9.625"				\$	
<input type="checkbox"/> Back cover ¹ 7" x 9.625"				\$	
<input type="checkbox"/> Map Listing				\$	
<input type="checkbox"/> Other				\$	
			SUBTOTAL	\$	
			-10%		
<input type="checkbox"/> 10% Discount for both issues			with discount		
<input type="checkbox"/> Bill each issue separately			13% HST	\$	
			TOTAL	\$	

¹Image area 7" x 9.625", Trim Size 8" x 10.625" add .125" for bleed.

Salesperson:

Grafiks Marketing & Communications
225 Mitton St. N., Sarnia, Ontario N7T 6H5

Please email all **ARTWORK** to your sales representative. Email should be confirmed by a phone call.

Signature of Advertiser

Signature on behalf of City of Sarnia -
Parks and Recreation Department

Payment is due upon approval of Ad.

HST Registration # 102863206

Terms & Conditions:

- 1. Terms of Payment – The Advertiser will be invoiced once they have approved their Ad.** *When booking 2 issues the advertiser has the option to be billed separately for each issue.* Acceptable methods of Payment are: Visa, MasterCard, Cheques - made payable to Grafiks Marketing & Communications.
- 2. General Provisions** – The Advertiser will remain liable for all charges due under this contract, including; in the event of a sale or transfer of the business.
- 3. Advertising Copy Materials** – The Advertiser agrees to submit their advertising material for **Issue 1** by the **March 2, 2018** and **Issue 2** by the **July 27, 2018** deadline or they may risk the chance of this contract being cancelled. **Note:** Please deal directly with your Sales Representative on all advertising material/artwork, including revisions.
- 4. Cancellation of Advertising** – Contract shall be irrevocable by the Advertiser after **July 13, 2018**.
- 5. Indemnification of Publisher** – Publisher (Grafiks) shall not be held responsible for loss or expense resulting from claims, actions or proceedings based on the content of such advertisements, without limitation on indemnity.
- 6. Errors or Omissions** – A proof will be supplied and the Advertiser must review their ad and approve. Any errors or omissions within the Advertisers approved ad are the responsibility of said Advertiser.

Digital Specifications for Customer-Supplied Electronic Files:

- 1. Acceptable Software and Formats – Macintosh ONLY**
 - Adobe InDesign CC or lower
 - Adobe Illustrator CC or lower
 - Adobe Photoshop CC or lower
 - Adobe Acrobat DC or lower

Acceptable ad formats include high resolution (300 dpi or greater) .pdf, .eps files, or .tif files that are created in Adobe Acrobat, Adobe Illustrator, or Adobe Photoshop. All .pdf files must be high resolution (300 dpi) and embedded with all fonts and images. All full colour images must be CMYK format – RGB images are not acceptable. Files must be collected for output and must include all support images, files and fonts.

Unacceptable ad formats – ads that are sent as word processing documents (.doc, .wpd, etc.), PowerPoint documents, or Microsoft Publisher documents will not be accepted.
- 2. Acceptable Media:**
 - DVD, CD, USB drive, or email.
 - All ad material, including any ad changes, must be submitted to your sales representative.
 - If ad supplied, contact name and phone number or email address of agency must be supplied.