



Spring & Summer 2018

Town of Huntsville Leisure Activity Guide

Advertising Opportunity

In December 2017 Council approved in principal changes to the leisure guide that offer a more focused product for our residents. The Town of Huntsville will continue to produce two annual Leisure Activity Guides with more focus on promoting recreational programs and activities. This means that there will be prominent advertising space next to programming content and all non-leisure content will be removed from the guide. The publication will be on average 64 pages plus covers and the Town of Huntsville will print roughly 9000 guides each issue. The distribution method, previously door-to-door, will now be available at prime pick-up locations in Huntsville and surrounding areas, as well as Town of Huntsville facilities, and is also available on the Town of Huntsville's website. Advertising space is limited and will be filled on a first-come, first-served basis.

Booking deadline is Friday Jan 26, 2018.
Material Deadline is Friday Feb 2, 2018.

Please fill out the attached insertion order and read and sign the terms.

Direct advertising enquiries to Katie Love at
705-789-6421 x 3028 | katie.love@huntsville.ca
and artwork enquiries to Lisa Spolnik at
705-789-6421 x 3042 | lisa.spolnik@huntsville.ca



2018 Distribution Partners:

**The following is a list of 2018 pick-up locations.
These locations may change.**

Algonquin Outfitters – Huntsville Location
Metro – Huntsville Location
Freshco – Huntsville Location
Foodland – Port Sydney and Novar Location
Huntsville Place Mall – Huntsville
Legion – Huntsville Branch
Community Living – Huntsville Location
Chartwell – Huntsville
Rogers Cove - Huntsville
Chamber of Commerce - Huntsville

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Insertion Order

Organization/Advertiser: _____

Authorized Person: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone/Cell: _____ Email: _____

Graphic Designer: _____

Email: _____ Cell: _____

Advertising Rates & Sizes

Please indicate the advertisement size by checking the appropriate box provided. All advertisements are four colour. Rates are non-commissionable and revenue generated by advertising sales is to offset printing costs.

Taxes are not included in the pricing below.

-
- | | |
|--|--|
| <input type="checkbox"/> Full Page (7" x 9.66")
\$1,300.00 | <input type="checkbox"/> Inside Front Cover (Full Page 7" x 9.66")
\$1,400.00 |
| <input type="checkbox"/> Half Page Horizontal (7" x 4.75")
\$800.00 | <input type="checkbox"/> Inside Back Cover (Full Page 7" x 9.66")
\$1,400.00 |
| <input type="checkbox"/> Half Page Vertical (3.42" x 9.66")
\$800.00 | <input type="checkbox"/> Back Cover (with bleed) 8" x 10.75"
Please supply ad with an additional bleed of
0.25" no crop marks
\$1,500.00 |
| <input type="checkbox"/> Quarter Page (3.42" x 4.75")
\$450.00 | |
| <input type="checkbox"/> Eighth of a Page (3.42" x 2.29")
\$260.00 | |
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Specifications

All advertisements must be provided electronically in a high resolution, print-ready PDF (300dpi at 100% with all colours converted to CMYK). Please direct art-related enquiries to Lisa Spolnik at 705-789-1751 x 3042.

Email your ad to lisa.spolnik@huntsville.ca

Agreement Terms

1. Space is limited. Advertisements will be placed on a first-come, first-served bases. There are no position guarantees.
2. Advertisers who have booked an ad, but do not provide materials by the materials deadline date of Friday Feb 2, 2018 will be subject to cancellation.
3. The Town of Huntsville assumes no liability for errors or omissions in advertisements provided by the advertiser.
4. If advertising bears a resemblance to editorial material, the Town of Huntsville reserves the right to place the advertisement in an area of the publication where material is not in conflict.
5. Materials may not be changed after submission except at the discretion of the Town of Huntsville. No material will be changed after the materials deadline date.
6. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Town of Huntsville.
7. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Town of Huntsville from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
8. The Advertiser acknowledges and agrees that circulation/print run/distribution estimates are historically derived, and that the Town of Huntsville does not guarantee circulation/print run/distribution will be exactly as estimated. Actual circulation/print run/distribution may be more or less than estimated.
9. Payment: The Town of Huntsville will send you an invoice. Payment terms are 30 days from the date of production, March 2, 2018.

Authorization

I contract irrevocably with the Town of Huntsville on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document of Terms.

Authorized Signature: _____ Print Name: _____

Date: _____

Advertisement Price: _____ Tax (13%): _____

Total: _____

- Our organization/company will provide an electronic, high-resolution print-ready ad by the material deadline of January, 2018.