

Advertising Agreement Form

! Submit completed form electronically to RecAds@vaughan.ca or mail to **Attention: Recreation Services – Guide Advertising,** Vaughan City Hall, Recreation Services, Level 300, 2141 Major Mackenzie Drive, Vaughan, ON L6A 1T1.

Contact Information

Organization/Company: _____

Contact Name: _____

Full Address: _____

Phone #: _____ Email Address: _____

Advertisement Type

Edition & Ad Size(s)	Digital Edition				Reach – digital only package				Stretch
	Fall	Winter	Spring	Summer	Full Page	Half Page	Quarter Page	Business Card	Embedded eGuide Video
Recreation Vaughan eGuide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Direct web link address: _____

Artwork & Graphic Design Services

New artwork to be submitted Use existing artwork as is Create new artwork for us Modify our existing artwork

This form may contain personal information as defined under the Municipal Freedom of Information and Protection of Privacy Act. This information is collected under the legal authority of the Municipal Act, 2001, S.O. 2001 c.25, as amended. This information will be used by the City of Vaughan and will become a part of Recreation Services files, where applicable. Questions regarding this collection may be directed to the Director of Recreation Services, City of Vaughan, 2141 Major Mackenzie Drive, Vaughan, Ontario L6A 1T1, 905.832.8500. By signing this agreement, I confirm my request for advertising placements as noted above. I acknowledge that I have received and understand the requirements, deadlines, terms and conditions provided.

Signature: _____ Date: _____

Payment Information

Total Payable \$: _____

Cheque payable to **City of Vaughan** Visa MasterCard American Express

Credit Card # Exp. -

Authorization **Print** Cardholder's Name: _____ Signature: _____

Advertising Guidelines & Standards

Technical Requirements

- Ads must be sized according to the specifications outlined. Press-ready PDF, EPS or JPG file formats at a minimum of 300dpi accepted. Spot inks/colours will be automatically converted to CMYK (process).
- The City does not accept responsibility for photograph reproduction errors or copyright infringement. Review the quality of photos appearing in your ad. Please note: photographs on newsprint often appear 10-20% darker.
- Ad artwork (and original source files if applicable) must be submitted electronically to **RecAds@vaughan.ca**

Guidelines & Placement

- The City of Vaughan reserves the right to refuse an ad that is deemed of unacceptable quality, unsuitable, inappropriate or of incorrect size. See [Review of Advertising Content Displayed on City Property](#) policy for more details.
- Ad placement in the Recreation Vaughan guide is at the discretion of the City of Vaughan.
- Ads containing registration forms, sponsorship names and/or coupons will not be accepted.
- Ad proofs are provided if it is created in-house by the City; otherwise, ads are deemed correct and printed as submitted. Submitted ads are not proofread for spelling, grammar or punctuation.
- Embedded eGuide video: non-competitive ads only. All advertising is subject to the approval of the City of Vaughan which is the sole and final arbiter in all matters relating to advertising acceptance.

Confirmation & Payment

- A completed *Advertising Agreement Form* must be submitted and received along with payment and final artwork by the established deadline date in order to secure advertising space.
- Payment is non-refundable.

Note: Ads become the property of the City of Vaughan. The City does not maintain ads on file for future placement; therefore, please retain a copy of the artwork for your records.