

Recreation Services

Advertising Package

Reach customers where they live, work & play



Recreation Services



Mission: to provide quality recreation programs, services & events in an accessible, equitable, efficient manner; enhancing the quality of life + leisure time of Vaughan's diverse community.

our audience

86,000+
families call Vaughan home with an **average 3.2 people per household**

330,000
multi-cultural residents speaking **over 105 different languages**

17th
largest municipality in Canada

\$105K
average total income of Vaughan households

39 years
is the average age—60% of residents are 35 years+

69%
of Vaughan residents hold a college or university degree

Information from Statistics Canada 2016 Census.



Advertise in our Recreation Vaughan eGuide

our publication

The City of Vaughan's official publication & parents' #1 resource for recreation information. Our digital publication is an interactive, page-flipping version available at:
vaughan.ca/recreation

Leverage the success of our growing online presence and drive traffic to your website from your ad in our digital publication.

eGuide stats

2019/2020 Fall & Winter

121,209 issue visits
1,901,001 page views
19,691 clicks

2019 Spring & Summer

119,968 issue visits
2,157,081 page views
17,480 clicks

eGuide perks

- limitless geographic reach
- responsive web design (fits to any device)
- direct links to emails & websites
- shareable content via email & social networks
- trackable + measurable
- rich media like videos

vaughan.ca/recreation

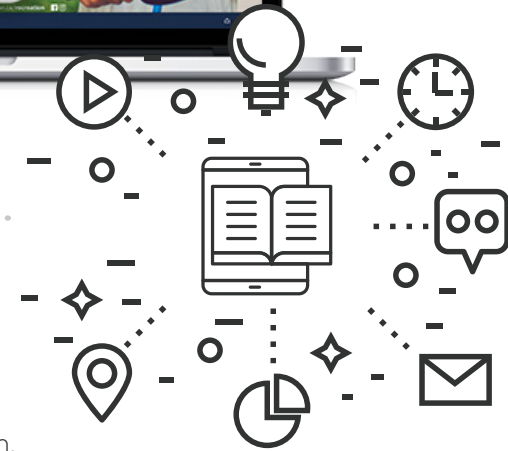
432,732 average annual visits
1,186,692 average annual page views



our outreach

The Recreation Vaughan Guide is promoted on many digital channels, including:

- City of Vaughan website, Facebook, Instagram, Twitter & eUpdate newsletter
- Recreation Vaughan Facebook & Instagram
- Outdoor digital signs across Vaughan
- Vaughan Public Libraries What's On magazine
- snapd Vaughan website



our advertising packages

2020 fall specs & rates

All advertising fees include HST.



reach

digital only package

- static ad in eGuide
- FREE web link

\$700

\$400

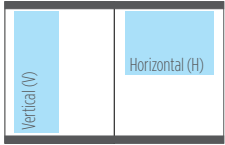
\$225

\$125



Full Page

7.125" x 9.1875"
no bleeds



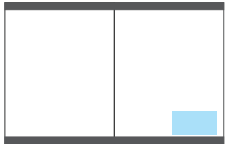
Half Page

V: 3.45" x 9.1875"
H: 7.125" x 4.5"
no bleeds



Quarter Page

3.45" x 4.5"
no bleeds



Business Card

3.45" x 2.125"
no bleeds

stretch



FREE (for this issue only)
with the purchase of a
full page ad

Embedded Video in eGuide

- maximize exposure & boost SEO
- available as an add-on upgrade to any static eGuide ad with reach package
- non-competitive ads only



deadlines & file submission



Advertising Deadline

Download the Advertising Request Form from vaughan.ca/RecAds. Email completed form and artwork to recads@vaughan.ca by **July 31**.



File Submission

Digital only: Ads are full colour CMYK. Press-ready PDF, EPS or JPG files at minimum 300dpi accepted. **Video:** FLV, F4V or MP4 format, <100MB & 300-700 kb/s.

Creative Services **\$100/hour**

New design or ad update. Fee includes two sets of edits (drafts). Original source files must be supplied if revising existing artwork.



Loyalty & Bundling Discount* **10%**

- if you purchase advertising in two issues back-to-back

*Discount applies to lower value item.