



Advertising Agreement Form

! Submit completed form electronically to RecAds@vaughan.ca or mail to **Attention: Recreation Services – 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

Community Centre/Term	Lobby		
	3 months	6 months	1 year
Al Palladini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chancellor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dufferin Clark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Father E. Bulfon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Community Centre/Term	Lobby		
	3 months	6 months	1 year
Maple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
North Thornhill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vellore Village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Credit Card # _____ Exp. _____ - _____

Authorization

Print Cardholder's Name: _____

Advertising Agreement

Advertiser Responsibilities

- Subject to approval, artwork must be submitted electronically to the City of Vaughan (City) to RecAds@vaughan.ca.
- 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).
- Ensure that the advertisement shall be in accordance with the City of Vaughan Advertising Standards Policy. It shall be the right of the City, at any time, to remove any advertising which in the sole opinion of the City, is not considered appropriate.
- Must submit payment at time of reservation. Ads must be provided to the City for placement no later than one (1) month from the payment reservation date. The ad space rental period as per agreement terms, will commence immediately upon receipt of the ad. Should the ad not be received within this time frame, the rental of the ad space shall automatically commence exactly one (1) month after the payment reservation date.
- The City reserves the right to extend the placement date of prepaid ads at its own discretion.
- Advertisers will be offered first right of refusal for renewals of existing ad location(s).

The City

- The City reserves the right to refuse an ad that is deemed unsuitable or of unacceptable quality.
- The City reserves the right to limit the number and variety of industry advertising categories within its facilities.
- The terms of this agreement are subject to change at the sole discretion of the City.
- Advertising space is on a first-come, first-served basis.
- The City will not assume liability for damaged or stolen ads, and is the sole responsibility of the advertiser to replace such.
- Fees are subject to change.
- Ads may be changed at the advertisers expense up to a maximum of 4 times per year.
- Additional ad changes above and beyond the above listed schedule are subject to a \$25 charge plus applicable taxes.

City of Vaughan Advertising Standards Policy

In determining the acceptance of advertising within its facilities, the City of Vaughan is guided by the general principles embodied in the **Canadian Code of Advertising Standards**. Specifically:

- The City of Vaughan will not accept advertising of questionable taste or which, in its sole discretion, is considered irritating in its style, content, or method of presentation.
- Advertising must be free from offensive references involving racial or religious matters.
- Material calling for the advocacy of, or opposition to, a political point of view, policy or action, is prohibited.
- Material advocating the name of any political party and/or candidacy of an individual, etc. is prohibited.
- Religious advertising which promotes a specific ideology, ethic point of view, policy or action, which, in the opinion of the City of Vaughan, might be deemed prejudicial to other religious groups or offensive to users of the City's arenas, is not permitted.
- Tobacco and alcohol advertising is not acceptable for display. 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.