

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.

6 Fitness Centres

- weights + classes memberships & drop-in
- indoor tracks
- pools & saunas squash courts

60⁺ Summer Camps

- swimming & trips
- extended day camp busina





5 Arenas + **5 Outdoor Rinks**

learn to skate

Recreation

Services

fo

- recreational skate
- shinny hockey

Great Facilities

- 10 community centres
- Vaughan Metropolitan Centre
- Ski & Golf Centre
- activity & youth rooms
- gyms, bowling lanes & bocce courts



13 indoor + one outdoor

(with ramp accessibility)

recreational & aquafitness

lessons & leadership

pool parties

Pools





Recreational **Programs**

- registered programs
- drop-in
- inclusion support

FREE

Community Events

. Winterfest Canada Day

average total income of Vaughan households

326,000

multi-cultural residents

speaking over 120

\$105K

different languages

43%

of Vaughan residents hold a college or university degree

Source: Statistics Canada, 2016 Census.

our audience

86,000+

families call Vaughan

largest municipality

39 years

is the average age—

70% of residents are

17th

in Canada

35 years+

home with an average

3.2 people per household





City Playhouse Theatre

- registered programs productions
- rentals



Advertise at our Community Centres

our poster units

Maximum exposure in high-traffic areas, flexible terms.

- 7 community centres
- 4 million+ visitors per vear (pre-COVID-19)



2021 commercial specs & rates

All advertising fees include HST + FREE printing & installation.

File submission: Ads are full colour

CMYK. Press-ready PDF, EPS or JPG files at minimum 300dpi accepted. Keep all essential text and logos within 1" from edges.

Poster Unit

17" x 22" + 0.125" bleeds 1" safety margin



Lobby

3 months \$625 \$925 6 months \$1,500 1 year



f O

community centres

- Al Palladini 9201 Islington Avenue, Woodbridge
- Chancellor 350 Ansley Grove Road, Woodbridge
- **Dufferin Clark** 1441 Clark Avenue W, Concord
- Father E. Bulfon 8141 Martin Grove Road, Woodbridge
- Maple 10190 Keele Street, Maple
- **North Thornhill** 300 Pleasant Ridge Avenue, Thornhill -
- **Vellore Village** 1 Villa Royale Avenue, Woodbridge





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 two or more poster units
- if you add-on a Recreation Vaughan guide or eGuide ad package
- *Discount applies to lower value item.



