



CONNECT!

... with great
advertising &
sponsorship
opportunities

...starting from \$3.57 per week



Looking for targeted exposure with maximum impact?

Showcase your business to thousands of residents daily through advertising and sponsorship opportunities. Choose the level of involvement that suits your business – facility advertising, event and program sponsorships and other great advertising opportunities. **Your message could be seen by more than 1 million residents and visitors annually.**

Bundle
2 or more
advertising
products and
\$AVE

Amenities include:

- 4 indoor arenas with 8 ice pads (rink boards, wall signs, posters, on-ice resurfacers, on-ice logos)
- 2 public swimming pools
- publications (a variety of ad sizes)
- digital TV monitors
- outdoor opportunities: Pay 'n Display parking stubs, bus advertising

City of Kingston
Advertising
Rate Card page 1
Effective: Dec. 22, 2011
Subject to change



Alternative advertising spaces are available.

Contact:
Therese Greenwood
Email: ads@cityofkingston.ca
Tel: (613) 546-4291 ext. 1156

Advertise with us!
Get involved – big or small.
Let us help you reach your market.



ARENA ADVERTISING

Multiple unit discount available. Please inquire.

Display Space	Position	INVISTA Centre: Ambassador Rink	INVISTA Centre: Rona, Swish, Whig Rinks	Cataraqui Arena Kinsmen Arena Centre 70 Kingston Memorial Centre	Springer Market Square**
RINKBOARDS (30" h x 96" w)	Each unit Premium	\$1,200	\$1,100	\$500	
	Each unit Spectator side	\$960	\$880	\$400	
BACK-LIT SIGNS				\$600	
IN-ICE LOGOS	Various positions	from \$1,600	from \$1,500	from \$750	
WALL BOARD (48" h x 96" w)	Each unit	\$750	\$650	\$350	
ICE RESURFACER	Left Panel - Top		} \$1,500	\$600	\$1,100
	Left Panel - Bottom			\$500	
	Right Panel - Top		} \$1,500	\$600	\$1,100
	Right Panel - Bottom			\$500	
	Front Panel - Top		} \$1,500	\$600	\$1,100
	Front Panel - Bottom			\$500	
	Top Panel		\$1,000	\$500	
All Panels		\$4,500	\$1,800		
WASHROOMS (17" h x 11" w)	4-wk campaign per board (minimum 3-board purchase)	\$30	\$30	\$25	\$25

** Must be purchased in conjunction with other arena advertising, washroom signage excluded.

NOTES:

- 1) Rates are net and for display space only. Taxes are extra.
- 2) Graphic design and production costs are not included in the net rate and are the responsibility of the advertiser.
- 3) All advertisers must adhere to the City of Kingston's Advertising Revenue Generation Policy.
- 4) INVISTA Centre - full facility annual traffic approximately 600,000 per annum.
- 5) Springer Market Square is a public outdoor rink located in the heart of Downtown Kingston and subject to weather conditions.
- 6) Please forward all artwork to Therese Greenwood, ads@cityofkingston.ca., for approval, before proceeding to production stage.
- 7) All space sold on a first-come, first-served basis.



PAY AND DISPLAY PARKING STUBS

Circulation per 4-month period:	585,000 stubs
Paid advertising message per roll:	1,125
Colour:	Full colour
No. of Pay & Display Units:	140

Dispensed in high traffic areas, including:

Downtown Kingston core, along Princess Street, Kingston General Hospital, Queen's University campus.

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# of Rolls Available	Rate Per Roll	Rate Per Roll	Rate Per Roll
	1 x 4 mos.	2 x 4 mos.	3 x 4 mos.
65 rolls (minimum order)	\$36.00	\$34.50	\$30.00
130 rolls	\$35.00	\$33.30	\$28.00
260 rolls	\$32.50	\$31.50	\$25.00



- Circulation estimated to be 3-4 months per period, subject to consumption.
- Each roll consists of one paid advertisement per 65 rolls (minimum purchase) on the back of the Pay & Display stub.
- Artwork must not include any expiry dates.
- Plate Charges extra.

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