

# Recreation PEI Newsletter - Advertising Rate Card 2012

**Newsletter Editorial Focus:** 6 Issues per year

Winter: 1) Advocacy and 2) Facilities Issues

Summer: 5) Programs Issue

Spring: 3) Parks, Outdoor Facilities and 4) Annual Report Issues

Fall: 6) Leadership Issue

**Advertising Costs:** 6 issues = 1 Year. GST is not applicable to advertising rates.

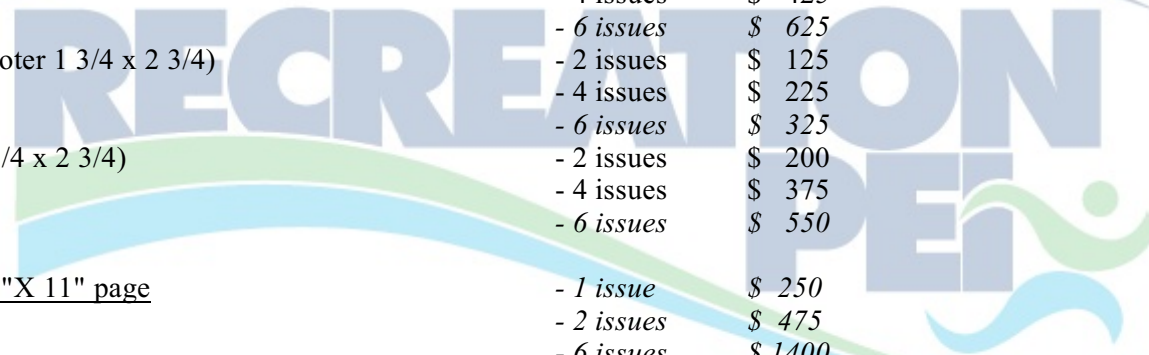
- Full Banner Ad: block ad across the bottom of the page (footer 1 3/4"high x 7 1/4" wide)

Front page - (footer 1 3/4 x 5 3/4)	- 2 issues	\$ 400
	- 4 issues	\$ 775
	- 6 issues	\$ 1150
Inside pages - (footer 1 3/4 x 5 3/4)	- 2 issues	\$ 200
	- 4 issues	\$ 375
	- 6 issues	\$ 550
Back cover - (footer 1 3/4 x 5 3/4)	- 2 issues	\$ 375
	- 4 issues	\$ 725
	- 6 issues	\$ 1075
  
- Half Banner Ad: block ad across bottom of page (footer 1 3/4 " high x 3 1/2 " wide)

Front Page - (footer 1 3/4 x 2 3/4)	- 2 issues	\$ 225
	- 4 issues	\$ 425
	- 6 issues	\$ 625
Inside Pages - (footer 1 3/4 x 2 3/4)	- 2 issues	\$ 125
	- 4 issues	\$ 225
	- 6 issues	\$ 325
Back - (footer 1 3/4 x 2 3/4)	- 2 issues	\$ 200
	- 4 issues	\$ 375
	- 6 issues	\$ 550
  
- Insert: Single 8.5"X 11" page

	- 1 issue	\$ 250
	- 2 issues	\$ 475
	- 6 issues	\$ 1400

\*Advertiser who **purchase \$1000.00 or more of advertising per year** automatically receive a Recreation PEI commercial membership (**value \$160**). Benefits of Membership: 25% reduced rate for 1 camera ready page insert in newsletter; 25% reduced rate on trade show booth; Vote at the AGM; Listing as commercial member supplier on web site.



## Recreation PEI Website - Advertising Rate Card 2012

<b>Roll Through Big Box Ad: 320 px X 180 px</b>	- 6 months	\$300
	- 12 months	\$550
<b>Roll Through Slender Ad: 320 px X 90 px</b>	- 6 months	\$175
	- 12 months	\$325
<b>Live Link Service Directory Listing</b>	- 12 months	\$100



## Recreation PEI Newsletter and Website ADVERTISING ORDER FORM 2012

- The production company will accept most e-mail formats.
- Changes to advertisements on a per issue basis, may be an additional charge to the advertiser as determined by the production company.
- For insert advertisements, the advertiser must provide 400 camera ready inserts, per newsletter.

**Company:** \_\_\_\_\_

**Address :** \_\_\_\_\_

**Phone :** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Signature :** \_\_\_\_\_ **Date:** \_\_\_\_\_

**NEWSLETTER ADVERTISEMENT:** \_\_\_\_\_ **Yes** \_\_\_\_\_ **No**

Ad size: \_\_\_\_\_ Full Banner \_\_\_\_\_ Half Banner \_\_\_\_\_ Insert

Ad page request : \_\_\_\_\_ Front Page \_\_\_\_\_ Back Page \_\_\_\_\_ Inside

Number of issues: \_\_\_\_\_

Months to advertise: \_\_\_\_\_ January \_\_\_\_\_ February \_\_\_\_\_ March \_\_\_\_\_ April \_\_\_\_\_ June \_\_\_\_\_ October

**WEBSITE ADVERTISING:** \_\_\_\_\_ **Yes** \_\_\_\_\_ **No**

**Website Advertisement Size:**

**Roll Through Big Box Ad: 320 px X 180 px** \_\_\_\_\_

**Roll Through Slender Ad: 320 px X 90 px** \_\_\_\_\_

**Number of months:** \_\_\_\_\_ **6** \_\_\_\_\_ **12**

**TOTAL COST:** Newsletter \$ \_\_\_\_\_ Website \$ \_\_\_\_\_

**Art work:** \_\_\_\_\_ Artwork is Enclosed \_\_\_\_\_ Artwork to be sent e-mail

**Payment** \_\_\_\_\_ Cheque Enclosed \_\_\_\_\_ Please invoice

**Please send completed form; artwork; and cheque made payable to:**

Recreation PE, 40 Enman Crescent, Charlottetown, PE, C1E 1E6

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