

Recreation PEI Newsletter - Advertising Rate Card

Newsletter Editorial Focus: 5 Issues per year

Fall and Winter: Inclusion and Access in Recreation; Building Recreation Capacity in Facilities; Winter Active
 Spring and Summer: Connecting People to Nature - Parks and Outdoor Facilities; Annual Report

Advertising Costs: 5 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 6 3/4" wide)

Front page - (footer 1 3/4 x 6 3/4)	- 1 issues	\$ 400
	- 3 issues	\$ 775
	- 5 issues	\$ 1150
Inside pages - (footer 1 3/4 x 6 3/4)	- 1 issues	\$ 200
	- 3 issues	\$ 375
	- 5 issues	\$ 550
Back cover - (footer 1 3/4 x 6 3/4)	- 1 issues	\$ 375
	- 3 issues	\$ 725
	- 5 issues	\$ 1075

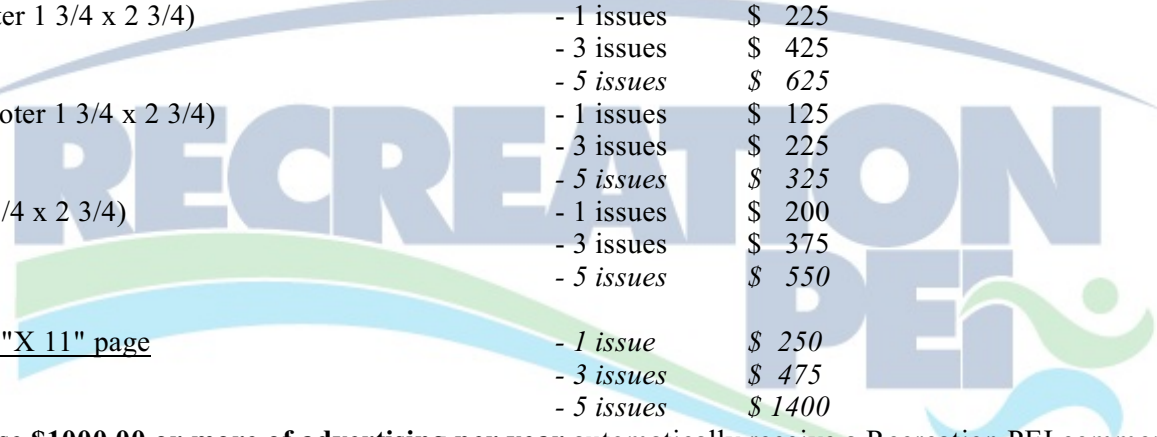
- Half Banner Ad: block ad across bottom of page (footer 1 3/4 " high x 3 1/2 " wide)

Front Page - (footer 1 3/4 x 2 3/4)	- 1 issues	\$ 225
	- 3 issues	\$ 425
	- 5 issues	\$ 625
Inside Pages - (footer 1 3/4 x 2 3/4)	- 1 issues	\$ 125
	- 3 issues	\$ 225
	- 5 issues	\$ 325
Back - (footer 1 3/4 x 2 3/4)	- 1 issues	\$ 200
	- 3 issues	\$ 375
	- 5 issues	\$ 550

- Insert: Single 8.5"X 11" page

	- 1 issue	\$ 250
	- 3 issues	\$ 475
	- 5 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: Vote at the AGM; Listing as commercial member supplier on web site; e-news.



Recreation PEI Website - Advertising Rate Card

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



Recreation PEI Newsletter and Website ADVERTISING ORDER FORM

- 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.

Company: _____
Address : _____

Phone : _____ **Email:** _____ **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: _____

Seasons to advertise: _____ Fall and Winter _____ Spring and Summer

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

Tel [902]892-6445

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Email info@recreationpei.ca

