

Town of Halton Hills

# Advertising Opportunities



April 1, 2023 – March 31, 2024  
[haltonhills.ca/advertising](https://haltonhills.ca/advertising)



# Why advertise with us

The Town of Halton Hills has long been recognized for its natural beauty, active agricultural community, high quality of life and proximity to major centres like Brampton, Mississauga and Toronto. With approximately 60,000 residents, the Town has desirable amenities like shopping and local culture, but also the charm and friendliness of a rural community. Halton Hills is ranked as one of the top small communities in Canada by a national magazine.

In 2017, Halton Hills was dubbed Canada's Most Patriotic Town in celebration of the 150<sup>th</sup> anniversary of the Confederation of Canada. Pride in our community, and our local businesses, runs deep. By advertising in local facilities, businesses can create a sense of belonging and establish themselves as recognizable places to do business.

**Learn more at [haltonhills.ca/advertise](http://haltonhills.ca/advertise).**



**Ad dollars support community programs and services**



**Build community awareness and trust**



**Strategic advertising locations and reach**



**High traffic and family-friendly spaces**



**Digital options for creative content**



# Arena rink board ads

Rink board ads are prominently located along the borders of ice rinks in our modern arena facilities. Clearly visible from spectator areas, these ads are an affordable and effective way to promote your local business.

With daily programming drawing hundreds of visitors, arena facilities are always busy. Tournaments and special events will draw thousands of visitors and tourists. Programs run from toddlers to seniors, and many family activities take place at these locations.

## Arena locations:

### Mold-Masters SportsPlex:

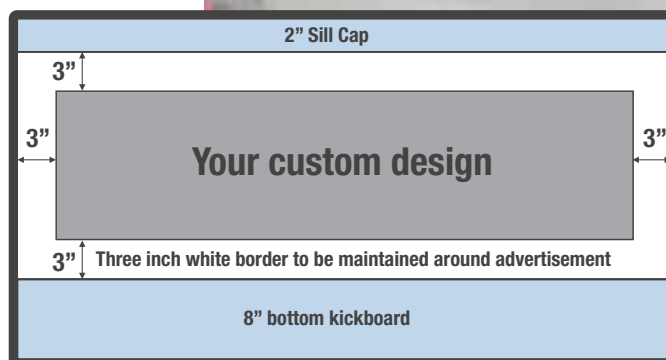
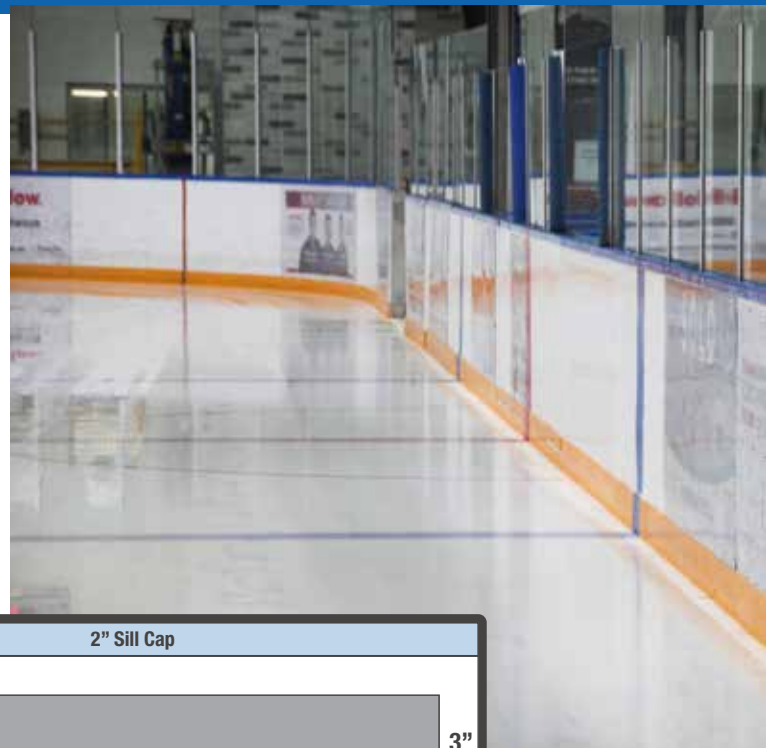
221 Guelph Street, Georgetown

- Alcott Pad: 1040 seats
- Fernbrook Pad: 268 seats
- Saputo Pad: 234 seats
- TransCanada Pad: 245 seats

### Acton Arena & Community Centre:

415 Queen Street, Acton

- Townsley Pad: 416 seats
- McKnight Pad: 186 seats



## Specifications & requirements

- Town of Halton Hills will supply and install panels
- Rates are for a 1-year installation, from September 1 to August 31
- Artwork must be approved by Town of Halton Hills staff
- **Rink board dimensions – 94" x 39" (must include 3" white border inside design space)**

Group	1 panel	4 panels (buy 3, 1 free)	6 panels (buy 4, 2 free)
Affiliated Youth	n/a	n/a	n/a
Affiliated	\$809.57	\$2,428.71	\$3,238.13
Local	\$1,011.96	\$3,035.89	\$4,047.66
Non-Local	\$1,214.35	\$3,643.07	\$4,857.19
Commercial	\$1,416.75	\$4,250.25	\$5,666.72
Non-local Commercial	\$1,619.13	\$4,857.43	\$6,476.26

# Arena ice resurfacers

Everyone loves the ice resurfacers! These marvels of engineering will be spotted during breaks during skating programs, when they 'flood' the ice and scrape the surface clean, leaving it spotless for the next round of skating.

Businesses can choose to wrap the ice resurfacers in a colourful vinyl banner that demands attention. As the vehicle passes around the ice pad, spectators will get a great view of the banner from all sides. So get creative and get attention with an ice resurfacers advertisement!

## Arena locations:

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# Arena scoreboard signs

What's the first thing you ask when you show up to a hockey game? What's the score!? Scoreboard signs surround the digital score keeper and promote your business with high impact visibility.

Similar to rink board ads, arena scoreboard signs can be customized with a logo, brand message, website or other creative design elements. Located on the scoreboard, these signs will always be seen by spectators watching the big game.

## Arena locations:

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221 Guelph Street, Georgetown

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415 Queen Street, Acton

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## Specifications & requirements

Rates for 12 months, from September 1 to August 31. All prices include HST. The Town of Halton Hills will supply and install the panels. The advertiser is responsible to have the artwork completed to the established guidelines and to acquire a company to manufacture the ad on the supplied panel. Artwork must be approved by Town staff.

Group	1 Panel	2 Panels (ea.)	3 Panels (ea.)
Affiliated	\$1,438.58	\$1,198.82	\$1,027.55
Local	\$1,798.23	\$1,498.52	\$1,284.45
Non-Local	\$2,157.87	\$1,798.23	\$1,541.33
Commercial	\$2,517.50	\$2,097.94	\$1,798.23
Non-local Commercial	\$2,877.16	\$2,397.63	\$2,055.12



# Transit vehicle ads

**Activan is a transit service for older adults and individuals with disabilities in Halton Hills. Ad space is available both inside and outside the vehicle, making it a great opportunity for targeted community advertising.**

Riders range from daily users to those who use the service weekly or even monthly. The average duration of a trip is 20-30 minutes, giving plenty of time to reach potential customers. With limited spots, your message has less competition and more chances of getting noticed.

## Activan ads:

Activan ads are affixed to the interior or exterior of the transit vehicle. Buses travel within the boundaries of Halton Hills but also connect to key locations in Brampton, Milton and Oakville.

- Exterior – 70” x 21”
- Interior small – 35” x 11”
- Interior large – 70” x 11”

## Printing requirements

- Customer is responsible for design and printing of all advertisements
- Interior ads must be printed on 4mm Coroplast. For exterior, add lamination and UV coating.

## Transit shelter ads:

Transit shelter ads are located at the north and south sides of Steeles Avenue in front of the Toronto Premium Outlets mall.

- Transit shelter ad – 48”x69”
- Customer is responsible for design and printing of all advertisements
- To be printed on white 0.030 styrene + laminate + UV coating

Ad type	4 Weeks	3 Months	6 Months	12 Months
Exterior	\$250 ea.	n/a	n/a	n/a
Interior Small	\$40 ea.	\$114 ea.	\$216 ea.	\$384 ea.
Interior Large	\$75 ea.	\$213.75 ea.	\$405 ea.	\$720 ea.
Transit Shelter	\$750 ea.	n/a	n/a	n/a



**Did you know?**  
**Each Activan vehicle has around 6,500 riders per year**

# Digital roadside marquee

**Big, bold and bright – digital roadside marquee screens can accommodate full digital graphics, making an unmissable message in high traffic locations.**

Nothing opens up creative potential like digital advertising. With a screen, images are brighter and capture attention. Marquee screens are located in high-traffic areas near our major facilities, meaning maximum potential reach for your business or organization.

## Marquee screen locations:

- **Acton Arena & Community Centre**  
14,000 vehicles per day
- **Gellert Community Centre**  
8,000 vehicles per day
- **Mold-Masters SportsPlex Arena**  
24,000 vehicles per day

## Specifications & requirements

- Fees apply per screen location
- Maximum 6 ad slides per week
- 30 seconds per slide
- 448 x 256 pixel resolution
- Images only (no video, motion graphics)
- Customer responsible for design, subject to approval

Group	Duration	Fee
Affiliated Youth	7 days	\$73.27
Local	7 days	\$91.58
Non-Local	7 days	\$108.55
Commercial	7 days	\$128.22
Non-local Commercial	7 days	\$146.54
Local Jr Sports Groups	Monthly	\$274.73



**Did you know?**  
**Over 16 million cars pass by our screens every year.**

# 50+ Seniors Newsletter Ads

**Hillsview 50+ Seniors Active Living Centres are a hub for older adults in Halton Hills.**

With locations in Acton and Georgetown, Hillsview Active Living Centres serve a broad range of older adults across Halton Hills. Each centre runs regularly scheduled recreation programs like fitness, stretching and line dance classes. There are also social events, fundraisers, hobby activities and lunch/dinner events.

Each quarter, members receive a printed copy of the Hillsview Newsletter, a roughly 30-page brochure with current events and information. By placing an ad, you're reaching a highly targeted audience with your information.

## Hillsview locations:

- **Hillsview Acton:**  
415 Queen Street East (Highway 7)  
Acton, ON L7J 2N2
- **Hillsview Georgetown:**  
318 Guelph Street, Unit 9  
Georgetown, ON L7G 4B5

## Specifications & requirements

- Option of half page (7.75" x 4.5") or full page (7.5" x 10")
- Newsletters issued quarterly
- All rates include HST

Group	Half Page	Full Page
Local	\$86.04	\$165.45
Non-local Non-profit	\$103.25	\$198.54
Commercial	\$120.46	\$231.63
Non-local Commercial	\$137.67	\$264.72



**Did you know?**  
*The Hillsview Newsletter has detailed program information, meaning it gets picked up and read often!*







Town of Halton Hills  
1 Halton Hills Drive, Halton Hills  
L7G 5G2

**Learn more at**  
[haltonhills.ca/advertise](https://www.haltonhills.ca/advertise)