

September 28, 2016

Dear Community Organization:

Recreation and Parks has commenced preparation for the **2017 Spring and Summer Community Service and Activity Guide** which covers the period from March to August. This guide is one of the most effective and economical ways community organizations can advertise their services. There are two professionally produced publications per year delivered to every residence in Halton Hills.

The form on the reverse must be completed and returned by **October 21, 2016** so that we can update our **Community Contact** listing. Information can also be emailed to **erind@haltonhills.ca**. Service is free.

PAID ADVERTISING

Should you wish to advertise in this publication, please complete the necessary information on the form (see reverse) and return, along with payment and a copy of your advertisement by **October 21, 2016**. Advertising space is limited and is reserved on a **first come first serve** basis. Local groups are given priority over out-of-town organizations when demand exceeds available space. Ad content must be based on recreation, sport, health & wellness, or community support services.

Submit digital artwork as follows: **1)** Ads must be one spot colour of Cyan (C) OR Black (K) only **OR** two spot colours of Cyan (C) AND Black (K) only. **2)** Colour mixes of CMYK or RGB NOT accepted unless back cover ads. **3)** Change text to curves (outlines) or supply font files. **4)** Submit ad in exact size as per below. **5)** Acceptable file types: Illustrator / Indesign / Photoshop (or their PDFs). **6)** Do not accept Word or Publisher files (or their PDFs). **7)** Email ads to **erind@haltonhills.ca** or submit hardcopy if repeat ad with minimal changes. **8)** Questions about ad artwork? Call 905-873-2601 x2268 for help.

The cost for ad space (including HST) is as follows:

Display Ad	Ad Size (Width x Height)	Commercial*	Non-profit* ¹	Registered ²
One Full Page	6 5/8" w x 9" h	\$1114.50	\$696.55	\$605.69
One Half Page	6 5/8" w x 4 7/16" h	\$557.27	\$348.30	\$302.86
One Half Vertical	3 1/4" w x 9" h	\$557.27	\$348.30	\$302.86
One Quarter Page	3 1/4" w x 4 7/16" h	\$336.30	\$210.18	\$182.77
Back Inside Cover (CMYK full colour ad)		\$1,722.63 (for all advertisers)		
Back Outside Cover (CMYK full colour ad)		\$1,970.31 (for all advertisers)		

* Out of town commercial businesses and non-profit groups must add a 20% surcharge to the above rates.

¹ Town of Halton Hills reserves the right to request written proof of non-profit status.

² Does not refer to a registered charity. To be eligible to receive the registered rates, organizations must be **registered with the Town of Halton Hills** and have submitted a **completed** 2016 Community Group Registration package. Please contact 905-873-2601, x 2269 prior to issuing payment to confirm if your group qualifies for this rate.

For rebate purposes our HST number is R108126897

Mark your calendar! Advertisements will be available for proofing after **December 5, 2016**. Please call ahead to schedule a time for proofing at 905-873-2601, x2392. We strongly recommend that **all advertisers proof read their advertisements** to avoid errors and omissions. Town of Halton Hills is not responsible for errors on advertisements that have not been proofed.

Sincerely,

Erin Davis, Recreation & Parks (ext. 2392)



ORGANIZATION CONTACT LISTING - Please complete and return

The organization contact listing which appears at the back of the Town guide includes the organization's name, phone number, and website if provided. Personal names are not listed. This service is at no charge.

Please confirm the information to be listed for your organization:

Name of Organization: _____

Tel: _____ Web: _____

Please confirm the mailing address of your organization's contact for this guide:

Name of Guide Mailing Contact: _____

Address: _____ Postal Code: _____

Tel: H: _____ B: _____ Fax: _____

Email: _____

Please check if you would like your organization REMOVED from the Community Contact listings

PAID ADVERTISING - Please complete and return

Size of Advertisement: 1/4 Page 1/2 Page Full Page

Back Inside Cover Back Outside Cover

For repeat advertisers, please indicate if you are using a previous advertisement from:

Spring & Summer 2016 Fall & Winter 2016/2017

Attach a hard copy of the previous ad with any changes clearly marked (i.e. registration dates, contact information, etc.).

Requests for advertisement space will be accommodated on a first come, first serve basis. **PAYMENT MUST ACCOMPANY YOUR ADVERTISEMENT REQUEST.** Cheques should be made payable to "Town of Halton Hills". VISA or MasterCard also accepted.

In order to keep our rates low, we cannot invoice for this service.

Payment Method: Cheque enclosed VISA MasterCard

Card No. _____ Expiry Date _____/_____/_____

3-Digit Security Code _____ Amount \$ _____

Cardholder _____ Signature _____

Please provide an electronic copy of your advertisement, if available via email to **erind@haltonhills.ca**. This form must be returned along with payment and a copy of your advertisement by **October 21, 2016**.

Mail or Drop Off: Halton Hills Civic Centre, Recreation and Parks
 1 Halton Hills Drive, Halton Hills, ON L7G 5G2

Email: **erind@haltonhills.ca**

Fax: 905-873-1587