

# Summerland RECREATION GUIDE

The Recreation Guide is a complete collection of recreation and leisure activities offered to all residents of Summerland. It contains program information and schedules for the Summerland Aquatic and Fitness Centre, and the Summerland Arena Complex and Curling Club as well as many other exciting programs, events and services throughout Summerland.

The Summerland Recreation Guide will be a **FULLY DIGITAL GUIDE** - no printed copies through Canada Post. It will be available to everyone household through our website [www.summerland.ca/recreation](http://www.summerland.ca/recreation). Marketing for the guide will be done through the District of Summerland Utility Bill Newsletter, Facebook Pages and direct email to our entire membership database.

## Benefits of the Digital Guide:

- Interactive links directly to your organization's website.
- Full colour advertisements.
- Effortless updates to keep the Guide current.
- Mobile friendly format.

## Ad Rates:

Ad space is limited so we encourage your immediate response. Your presence in this guide will enable your information to reach all the households in Summerland.

SIZE	COMMERCIAL	NON-PROFIT
Full page	\$300.00	\$180.00
1/2 page	\$187.50	\$112.50
1/4 page	\$112.50	\$67.50

**If we provide you with a photograph or a graphic it will cost \$15 + taxes per item.**

## All ads for the Recreation Guide will be in full colour.

The District of Summerland reserves the right to exclude any ads which do not meet decent and moral standards.

## Ad Deadlines 2023:

### SPRING/SUMMER:

Ad Material: Jan 17  
Ad Approval: Jan 26

### FALL:

Ad Material: June 26  
Ad Approval: July 2

### WINTER 2025:

Ad Material: October 16  
Ad Approval: October 28

## Ad Specs:

You will receive a proof of your ad to confirm it's accuracy.

**NOTE: when providing an ad you are responsible for the quality. Ads should be 150dpi.**

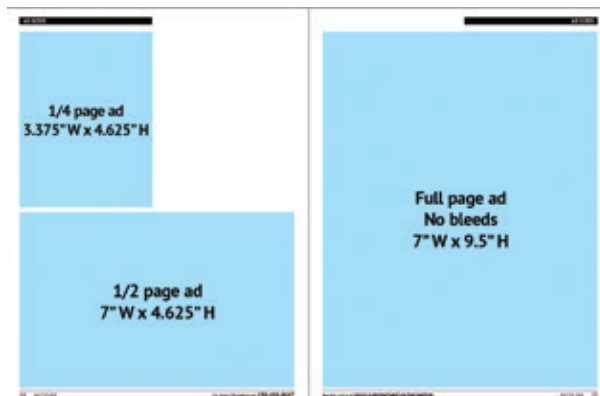
We do our best to fulfill your requests, but **Ad placement is not guaranteed.**

### Ad Size in INCHES

AD SIZE	WIDE	HIGH
Full page	7"	9 1/2"
1/2 page	7"	4 5/8"
1/4 page	3 3/8"	4 5/8"

### Ad Size in DECIMALS

AD SIZE	WIDE	HIGH
Full page	7"	9.5"
1/2 page	7"	4.625"
1/4 page	3.375"	4.625"



## Ad Material:

**SAVING YOUR FILE** • If possible please rasterize (or outline) your fonts, flatten your layers and then save as a pdf or high resolution jpeg. (Export InDesign files as a pdf). All PDF files should be a minimum of 150 dpi.

**AD MATERIAL** • Photos and graphic elements should be eps or jpg files with a minimum resolution of 150 dpi at actual size.

**EMAILING ADS** • Send emails to Laura at [adean@summerland.ca](mailto:adean@summerland.ca). Files should not exceed 9 megs. If larger then send attachments in multiple emails. Include the name and season of the publication.



To purchase an ad contact: **Amanda Dean • 250-404-4031 • EMAIL [adean@summerland.ca](mailto:adean@summerland.ca)**