

# GET NOTICED!

## Advertise in the spring/summer 2015 *Guelph Community Guide.*

The *Guelph Community Guide* is the City of Guelph's official listing of recreation, leisure and cultural programs and events.



### Why advertise in the *Guelph Community Guide*?

- **Residents love it!**  
City of Guelph recreation programs are in high demand
- Targets all age groups in the city  
– families, seniors, adults, and youth
- Covers a variety of interests  
– sports, recreation, health, fitness, crafts, arts and culture
- Each edition has a six month shelf life
- Exceptional value for your advertising dollars

### Shelf life, circulation and distribution

Two editions of the Guide are published each year – a spring/summer edition every March and a fall/winter edition every August. The shelf life for each publication is six months.

The *Guelph Community Guide* is delivered to high traffic locations throughout the city including all community centres, libraries, City of Guelph facilities and select locations in Rockwood and Fergus.

### To advertise contact

Prism Studios Advertising and Design  
Glenn Knight  
T 519-835-0005  
E [glenn@prismstudiosdesign.com](mailto:glenn@prismstudiosdesign.com)



### Ad rates and dimensions

All ads are full colour

|                           |                           |
|---------------------------|---------------------------|
| <b>Outside back cover</b> | \$1,640 + HST             |
| Dimensions                | Live area 7.375" x 9.875" |
|                           | Trim 8.125" x 10.625"     |
|                           | Bleed 8.375" x 10.875"    |

|   |                           |
|---|---------------------------|
| <b>Inside front cover<br/>or back cover</b> | \$1,455 + HST             |
| Dimensions                                  | Live area 7.375" x 9.875" |
|   | Trim 8.125" x 10.625"     |
|   | Bleed 8.375" x 10.875"    |

|                  |                           |
|------------------|---------------------------|
| <b>Full page</b> | \$1,095 + HST             |
| Dimensions       | Live area 7.375" x 9.875" |
|                  | Trim 8.125" x 10.625"     |
|                  | Bleed 8.375" x 10.875"    |

|                 |                  |
|-----------------|------------------|
| <b>1/2 page</b> | \$610 + HST      |
| Horizontal      | 7.375" x 4.8125" |

|                 |                  |
|-----------------|------------------|
| <b>1/3 page</b> | \$425 + HST      |
| Horizontal      | 7.375" x 3.1667" |

|                 |                   |
|-----------------|-------------------|
| <b>1/4 page</b> | \$325 + HST       |
| Vertical        | 3.5625" x 4.8125" |

|                 |                   |
|-----------------|-------------------|
| <b>1/8 page</b> | \$185 + HST       |
| Horizontal      | 3.5625" x 2.2813" |

**Non-profit organizations** with a charitable registration number receive a 15 per cent discount on ad rates.

### Spring/summer 2015 ad deadlines

**Reservation**  
December 12

**Artwork**  
January 9