



westvancouver

NEW!

WEST VANCOUVER ICE ARENA

RINK BOARD

ADVERTISING FACT SHEET

2023/24 SEASON



/westvanrec

westvancouver.ca/skating

westvancouver

RINK BOARD ADVERTISING OVERVIEW & TIMELINES



ADVERTISE AT THE WEST VANCOUVER ICE ARENA

Capture the attention of ice sport spectators at the West Vancouver Ice Arena! Rink board advertising offers an excellent opportunity for local businesses, individuals, and community organizations to reach their target demographic seven days per week, 10 months out of the year.

The West Vancouver Ice Arena hosts a variety of skating and hockey programs and is home to a number of community user groups, ensuring that advertisers will benefit from a captive audience all season long!

Rink board advertisements are available for purchase for one season at a time. Limited spots are available and can be booked on a first-come, first served basis starting on May 1.

For rink board ad costs, specs, and specifications please see page 3 of this fact sheet and refer to booking timeline below.

TIMELINES | 2023/24 SEASON

The season runs approximately from September 1 to June 15

Advertisement booking deadline:	Monday, June 12, 2023 at 4:30 p.m.
Artwork submission deadline:	Monday, June 26, 2023 at 4:30 p.m.
Advertisement payment deadline:	Monday, July 17, 2023 at 4:30 p.m.

To book your ad, please contact the Marketing Coordinator at leisureguide@westvancouver.ca. Space is limited, so get your bookings in early!

GENERAL GUIDELINES, ARTWORK SPECIFICATIONS & INVOICING INFORMATION

CONTENT GUIDELINES

All advertising submitted for inclusion on West Vancouver Ice Arena rink boards must be consistent with the following guidelines:

- Advertising must be submitted on time and in the correct format and specifications.
- Advertising must be appropriate in nature, and consistent with the values of the West Vancouver Parks, Culture, and Community Services department.
- Preference shall be given to advertising that is community-based, positive in nature and seeks to enrich the "community vitality, health and understanding" of West Vancouver residents.
- Advertising must be non-partisan, non-racial, non-denominational, non-sexist and non-political.
- Advertising must not be in direct competition with the programs and services offered by the District of West Vancouver.
- Advertising cannot promote an individual political party or politician.
- Advertising must not present demeaning or derogatory portrayals of individuals or groups; or exploit violence, sexuality, children, the customs, convictions or characteristics of religious or ethno-cultural groups, persons with disabilities or any other person, group or institution in a manner which is offensive.
- Advertising is governed by the Human Rights Act which provides that no person shall be discriminated against "because of the race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation or age of the person or that group or class of persons."
- Advertising must not promote products prohibited from sale to minors.
- Advertising must not include the words Summer Camps or Spring Break Camps.
- The District of West Vancouver reserves the right to refuse any advertising that it deems, at its sole discretion, as inconsistent with the above guidelines.

- Display of advertising on rink board ads does not constitute endorsement of the content by the District of West Vancouver

ARTWORK | PRINT ADS

All rink board ads must be received in PDF format. If you are not familiar with the format, please contact the Marketing Coordinator. Please see rink board ad specifications on pages 3.

PRINT-READY ADS*

All advertisements, images and logos must be a minimum 300dpi at 100% ad size. Email print-ready ads in the correct format to the Marketing Coordinator.

*Any ad that is not print-ready or does not meet the above requirements will require editing; the advertiser will be charged \$90/hour, minimum one hour, for this work.

AD DESIGN FEE

Need help designing your ad? We can create the ad for you at the cost of \$90 per/hr. Before we can get started, here's what we'll need:

- Email your layout instructions or leave the design up to us (just provide us with the information that you want included in the ad).
- Email graphics and logos in a pdf, jpg, tiff, or eps format, at 300 dpi.
- Email all files to leisureguide@westvancouver.ca
- Prior to publication, we will send you a proof of the ad for your sign-off and approval. Please contact the Marketing Coordinator for a quote.

PAYMENT AND INVOICING

Advertisers will be invoiced within 2 weeks of booking their ad, and payment must be received by the District of West Vancouver's finance department by Monday, July 17 at 4:30 p.m., otherwise the ad will not run.

CANCELLATIONS

Advertisers will be charged 50% of the cost of the ad if they cancel after the agreement has been signed and the full cost of the ad if they cancel after the rink board ad has gone to print.

BOOKING + PLACEMENT OF ADS

Ads will be booked every season starting on May 1 on a first-come, first served basis. There will be no right of first refusal upon the completion of the advertising term. During the 2023/24 season ad placement location cannot be guaranteed.

FINAL PROOF SIGN-OFF

The District of West Vancouver is not responsible for content errors in submitted electronic artwork. The District of West Vancouver is not responsible if the ad is submitted or revised after the deadline.

CONTACT

For more information about rink board advertising, or to book an ad, please contact the Marketing Coordinator at leisureguide@westvancouver.ca

RINK BOARD ADVERTISING AGREEMENT + CONFIRMATION FORM

All rink board advertisements must be supplied in print-ready format in the size and file specifications outlined below. The cost of the ad includes print, installation, and one (1) damage replacement during the season. Any additional replacements will be subject to a \$150 + tax reprint and installation fee.

Organization: _____ **Contact Name:** _____
Street Address: _____ **City:** _____
Province: _____ **Postal Code:** _____
Phone Number: _____ **Fax Number:** _____
Email: _____ **Non-profit Number (if applicable):** _____

AD SIZE	AD COST	AD FORMAT	ADVERTISING TERM
98" wide X 32" high	\$1,750 + tax* <i>*Price Includes one (1) damage replacement during the season.</i>	All artwork must be supplied in PDF format.	2023/24 Season September 1 to June 15* (Approximate) <i>*Ads will be installed in August. Ads will be booked every season starting on May 1 on a first-come, first served basis. No right of first refusal.</i>

Advertisers will be invoiced within 2 weeks of booking their ad, and payment must be received by the District of West Vancouver's finance department by Monday, July 17, otherwise the rink board ad will not run.

By signing this agreement, I confirm that I wish to purchase a rink board ad at the West Vancouver Ice Arena for the 2023/24 Season (approximately September 1 to June 15). No right of first refusal. I agree to submit all material outlined in this brochure by Monday, June 26, 2023 at 4:30 p.m. Should I wish to cancel this agreement once signed, I understand that: I will be charged 50% of the cost of the ad if I cancel after the agreement has been signed. I will be charged the full cost of the ad if I cancel after the ad has gone to print. I agree to pay all charges within the deadline stated above. I also warrant and represent that the advertiser has ownership of all materials subject to copyright.

Advertiser Signature: _____

Date of Agreement: _____

Personal information on this form is collected pursuant to sections 26(c) of the Freedom of Information and Protection of Privacy Act for the purpose of processing Rink Board Advertising Agreements. If you have any questions about the collection and use of this information please contact Legislative Services, between 8 a.m. and 4:30 p.m., Monday to Friday excluding statutory holidays, at 604-921-3497 at Municipal Hall, 750 17th Street, West Vancouver BC V7V 3T3.

A FEW TIPS TO CONSIDER WHEN DESIGNING YOUR RINK BOARD ADS

Include your logo. Prominently display it in your ad.

Pick a single message based on your objective.

Is it to build your brand, sell a product, or highlight something your company is doing? Pick one.

High resolution graphics. Make sure that your graphics and text are high resolution—your ad is a reflection of your brand and first impressions matter!