

Enjoy a healthy return on your advertising investment!

The City of Edmonton produces an exciting seasonal guide to our leisure, sports and fitness facilities.



This comprehensive wellness guide is the City of Edmonton's exclusive source for programs, events, facility schedules and amenities in the City's recreation centres including Community Leisure Centres, Mill Woods Recreation Centre, Kinsmen Sports Centre, and the new Terwillegar Community Recreation Centre and outdoor pools.

This important community resource has proven very popular among its readers. "E-Active" makes its way to 25,000 healthy Edmontonians each season via City recreation facilities, attractions and public libraries.



E-Active Guide Advertising

2012 Advertising Rates

SIZE OF AD	DIMENSIONS	ADVERTISING RATES PER AD/PER EDITION
1/4 Page	3.375" w x 4.5" h	\$400
1/4 Page Banner Ad	6.875" w x 2.125" h	\$400
1/2 Page	6.875" w x 4.5" h	\$630
Full Page Anywhere else Inside of Guide	6.875" w x 9.4375" h	\$1050
Full page Back Cover	7.125" w x 9.625" h	\$1500
Full Page Inside Front/ Back Cover	7.125" w x 9.625" h	\$1300

ISSUE	ART & AD PLACEMENT DEADLINE	OUT TO PUBLIC
Spring 2012 (April, May and June)	November 30, 2011	January 18, 2012
Summer 2012 (July and August)	February 28, 2012	April 17, 2012
Fall 2012 (Sept, Oct, Nov and Dec)	May 11, 2012	June 29, 2012
Winter 2013 (Jan, Feb and March)	August 30, 2012	October 18, 2012

To book your space or to inquire about our other unique City of Edmonton advertising opportunities, contact Stacey Wright at **780-944-7744** or email Stacey.Wright@edmonton.ca

Please note: Prices do not include GST or design services.



City of Edmonton - E-Active! Guide Advertisement Specifications

Dimensions – Full Page, Half Page and Quarter Page Ads

- Full Page Cover (Inside or Back): 7.125" WIDE x 9.625" HIGH
- Full Page: 6.875" WIDE x 9.4375" HIGH
- Half Page: 6.875" WIDE x 4.5" HIGH
- Quarter Page: 3.375" WIDE x 4.5" HIGH
- Quarter Page Banner Ad: 6.875" WIDE x 2.125" HIGH

Important Notes

- No Bleeds. (Please keep within above dimensions)
- If required, 0.25 pt line will be added to all artwork when placed into the publication.

Accepted File Formats

We only accept files in the following formats:

- Adobe Illustrator CS3 or earlier (EPS)
- Adobe Acrobat (Press Ready PDF)
- Adobe InDesign CS3 or earlier
- Adobe Photoshop (TIF OR EPS)

All support files MUST be supplied, including fonts, graphics and placed images. All graphics must be sized at 100% in CMYK at a resolution of 300 dpi.

Important Note

Files in any other format may be rejected. These include files prepared in Microsoft Word or PowerPoint, and any .gif or .jpg files.

Proofs

Each file must be accompanied by a PDF proof. Please email the proof to graham@perpetualnotion.ca upon submitting the artwork.

File Transfer

Via Disk

Files may be delivered on disc to the address below:

PERPETUAL NOTION INC.
#300, 10722 – 103 Avenue
Edmonton, AB T5M 5G7

Via E-mail

Any files of less than 5 MB may be emailed to graham@perpetualnotion.ca. Please call to confirm that the file has been received once sent. 780-426-2602

Via FTP

Please visit www.perpetualnotion.ca, click on UPLOAD, and follow the on-screen instructions. Please call to confirm that the file has been received once sent. 780-426-2602

