



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 13 recreation centres including Community Leisure Centres, Mill Woods Recreation Centre, Kinsmen Sports Centre, and Commonwealth Stadium's Sports and Fitness Centre.

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

Advertising Rates

| Size of Ad | Dimensions | Advertising Rates Per Ad/Per Edition |
|---|----------------------|--------------------------------------|
| 1/4 Page | 3.375" w x 4.5" h | \$350 |
| 1/4 Page Banner Ad | 6.875" w x 2.125" h | \$350 |
| 1/2 Page | 6.875" w x 4.5" h | \$600 |
| 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 | \$1250 |
| Full Page Anywhere else Inside of Guide | 6.875" w x 9.4375" h | \$1000 |

| Issue | Art & Ad Placement Deadline | Out to Public | Program Registration Start Date |
|---------------------------------------|-----------------------------|------------------|---------------------------------|
| Spring 2009 (April, May and June) | December 5, 2008 | January 23, 2009 | February 1, 2009 |
| Summer 2009 (July and August) | March 6, 2009 | April 24, 2009 | May 1, 2009 |
| Fall 2009 (Sept, Oct, Nov and Dec) | May 20, 2009 | July 8, 2009 | July 15, 2009 |
| Winter 2010 (Jan, Feb and March) | September 4, 2009 | October 23, 2009 | November 1, 2009 |

To book your space or to inquire about our other unique City of Edmonton advertising opportunities, contact our corporate sales representative at **780-944-7744** or email: corpsales@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 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 receive once sent. 780-426-2602