



Leisure Guide Advertising

The City of Winnipeg Leisure Guide is the #1 resource for year-round recreation and leisure planning. Advertising in the Leisure Guide ensures your message is seen by **HUNDREDS OF THOUSANDS of Winnipeggers** who keep an issue on hand to plan their activities throughout the year.

A new Leisure Guide is published twice annually—Spring/Summer in March and Fall/Winter in August. **315,000 guides are distributed annually and each issue has a shelf life of 5–6 months.**



Contact

Advertising Sales Liaison

Telmo Reis

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winnipeg.ca/advertising

Issue Release

Spring/Summer 2019–March 7, 2019

Fall 2019/Winter 2020–August 8, 2019

2019 Media Kit

One of the largest print advertising distribution media in Winnipeg

315K

Guides distributed in Winnipeg annually

Distribution:



Physical

- Direct mailed with the Winnipeg Free Press
- Free pick up at over 370 locations throughout the city, including:
 - All public city facilities—pools, leisure centres, arenas and libraries
 - Major grocery stores, convenience stores, banks and credit unions
 - Find the full list at winnipeg.ca/cms/recreation/leisure/distribution.stm

Digital

- Online version available at winnipeg.ca/leisureguide
- Shared through all city social media channels to drive visitor views
- Digital reach (2017):
 - Total issue visits—**250K**
 - Total page views—**2.55M**
 - Unique page views—**1.75M**

Guaranteed Ad Placement

Premium guaranteed ad placement in a section of your choice providing maximum exposure and visibility of your message to your target audience. These placements are reserved on a first-come, first-served basis and are subject to availability. See back page for sections that are available for guaranteed placement.

Ad Dimensions (inches)

	Width	Height
Full page (including .125" bleed)	8.25	10.5
1/2 page	7.25	4.5
1/3 page banner	7.25	3
1/4 page	3.5	4.5
1/4 page banner	7.25	2.25
1/6 page	4.8	2.25
1/6 page banner	7.25	1.45
1/8 page	3.5	2.25
1/10 page	2.3	2.25

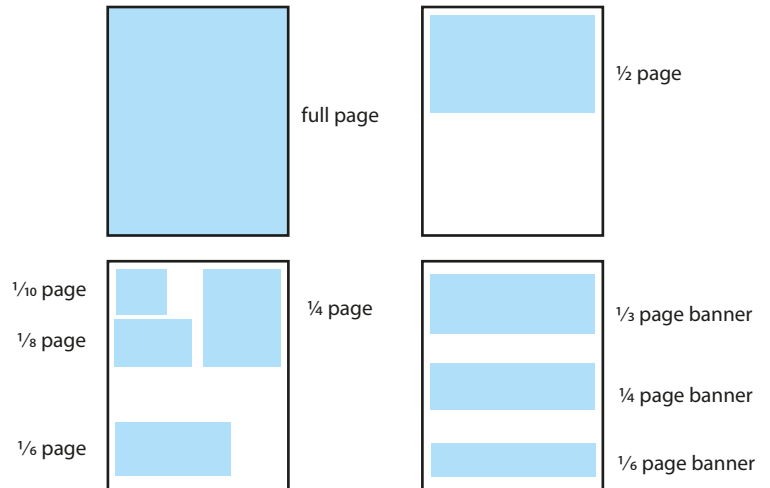
Full page safety: all live matter (logos, text, important graphics) must be at least .375" (3/8 inch) from trim on all sides

Page Dimensions (inches)

Trim Size (actual page size): 8 x 10.25

Bleed Size (.125" bleed): 8.25 x 10.5

Live Area: 7.25 x 9.25



Submission Requirements

Print-ready Ads:

Preferred Format

- **Adobe PDF**

Print-ready, high resolution

Name file to indicate advertiser in ad, season and year ad is being published (e.g. *acme_dance_studio_S19.pdf*)

Colour

- All colour used to build ad must be CMYK only, no RGB or spot colours.

Images

- Photos used in ad must be a minimum 300 dpi at the finished size.
- Line scans should be minimum 600 dpi.

Fonts

- Vector fonts only; we cannot be responsible for the printed appearance of raster fonts.
- Use only legitimate (system or purchased) fonts and do not stylize to a font type (bold or italic) not loaded on your system (check your system fonts folder if the font you want does not show up in the fonts pull-down menu of your application).

Please note: we cannot accept print-ready ads submitted in Microsoft Office (Word, PowerPoint, Publisher), Word Perfect, CorelDraw or Pagemaker.

Ads Requiring Graphic Design Services:

Content/Material Requirements

- Text/ad copy: Microsoft Word or email format.
- Images/photos: minimum 300–600 dpi at finished size in EPS, JPEG, TIFF or PSD format (please do not apply compression or profiles).
- Layout instructions: may be submitted in Microsoft Word or email.

Ad Proof Sign-off:

A proof of the ad will be emailed for final approval.

File Transmission

Ad submissions accepted via email or, for larger files, use a file transfer site such as Dropbox. If you require assistance sending larger files, please contact us and we can help you.

Leisure Guide Advertising Rates

Ad Sizes	Rates	
	Regular Placement	Guaranteed Placement*
Inside Front Cover	\$4,500	\$4,500
Inside Back Cover	\$4,500	\$4,500
Outside Back Cover	\$5,400	\$5,400
2 Pages–spread	\$5,850	\$6,728
Full Page	\$2,950	\$3,393
½ Page	\$1,520	\$1,748
⅓ Page–banner	\$990	\$1,139
¼ Page	\$764	\$879
¼ Page–banner	\$764	\$879
⅙ Page	\$500	\$575
⅙ Page–banner	\$500	\$575
⅛ Page	\$385	\$443
⅒ Page	\$300	\$345

Sections For Guaranteed Placement*
Active Living–Dance
Active Living–Fitness
Active Living–Sport
Adult Leisure
Aquatics
Children
Older Active Adults
Persons with a Disability
Preschool
Services de loisirs en français
Skating
Summer Camps
Youth

All dollar values are net before tax.

*Subject to availability

Payment: 30 days net. Overdue amounts subject to interest of 1.5% per month (18% per annum).

Graphic Design Services: If print-ready ads are not supplied, graphic design services are available.

We will create 1 design (maximum 3 hours) at no charge. Additional design revisions will be billed at \$60.00 per hour.

Advertising Submission Deadlines

Spring/Summer 2019 Issue

Material for ads requiring design services **January 18, 2019**

Print-ready ad file **January 29, 2019**

Fall 2019/Winter 2020 Issue

Material for ads requiring design services **May 24, 2019**

Print-ready ad file **June 14, 2019**

All information, including Advertising Rates, may be changed at any time without prior notice.

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