

ADVERTISE IN THE 2024/25 *Guide!*

The City of Surrey's Recreation Guide reaches well over 400,000 people with information on local recreation and leisure activities.

The guide will be available online at surrey.ca/register or you can pick up a printed copy at any City of Surrey facility, library and City Hall.

BOOK YOUR AD

It's Easy!

- 1 Go to **Advertising Opportunities**.
- 2 Complete and submit your Advertisement Request.
- 3 Email your artwork to recguideads@surrey.ca.

Time Lines

Subject to change

Fall Sep-Dec 2024

Booking Open..... May 6, 2024
 Artwork Deadline.... Jun 12, 2024
 Distribution..... Jul 20, 2024

Winter Jan-Mar 2025

Booking Open..... Sep 6, 2024
 Artwork Deadline.... Oct 8, 2024
 Distribution..... Nov 16, 2024

Spring Apr-Jun 2025

Booking Open..... Nov 18, 2024
 Artwork Deadline.... Jan 8, 2025
 Distribution..... Feb 15, 2025

Advertising Rates

Inside Pages Grayscale

1/16 page\$350\$300* Non-profit
 1/8 page.....\$500\$400* Non-profit
 1/4 page.....\$700\$500* Non-profit
 1/2 page.....\$900\$700* Non-profit
 Full page.....\$1350\$900* Non-profit

Covers Full Colour

Full page Inside Front.....\$3000
 Full page Inside Back.....\$2200

GST applicable on all charges.

**Accredited non-profit rate. Payment is due upon receipt of invoice. Should you wish to cancel your ad after submitting your Ad Request Form, or you have not supplied your artwork by the specified deadline, you are still liable for the full payment of your ad.*

For further information, please call 604-598-5755.

Ad Sizes

Inside Pages Grayscale

1/16..... 1.92" w x 3.05" h
 1/8..... 4.18" w x 3.05" h
 1/4..... 4.18" w x 6.4" h
 1/4..... 8.67" w x 3.05" h
 1/2..... 8.67" w x 6.42" h
 Full..... 8.67" w x 13.125" h

Covers Full Colour

Full..... 10" w x 15.125"
 add .25" bleed no trim marks
 keep text .375" from trim edge

If you are having difficulty with the technical aspects related to ad production, the support of a professional graphic designer is typically required. This ensures that ads can be subsequently reproduced in print and online at a high quality and resolution level.

Submission Requirements

PDF The preferred file format for ad material submissions. Use press quality distiller settings. Embed all fonts or convert fonts to outline, do not subset fonts. Do not create your ad in a photo editing program, it is best to use a vector based program for print and online ads. Any images or logos within your ad should be 300 DPI at 100% of the size you require.

Inside Ads for printed guide must be **Grayscale**, at no extra cost you may supply a colour version of your ad for our online guide.

Cover Ads must be **CMYK**.
 .25 inch bleed, no trim marks.

BLEED SIZE 10.5" w x 15.625" h
TRIM SIZE 10" w x 15.125" h

COVERS *(Full Colour)*

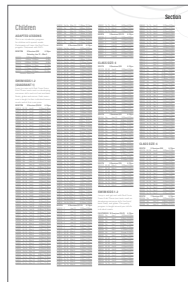


Full trim to
10" x 15.125"

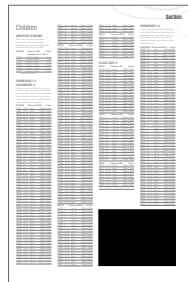
LIVE TEXT AREA 9.25" w x 14.375" h

AD SIZES

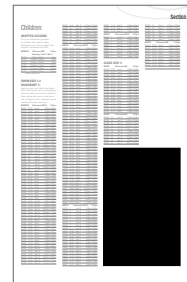
INSIDE PAGES *(Grayscale)*



$\frac{1}{16}$
1.92" x 3.05"



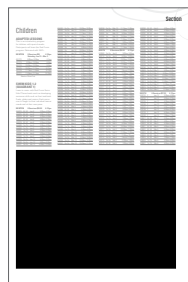
$\frac{1}{8}$
4.18" x 3.05"



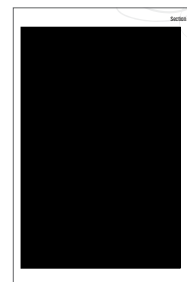
$\frac{1}{4}$
4.18" x 6.4"



$\frac{1}{4}$
8.67" x 3.05"



$\frac{1}{2}$
8.67" x 6.42"



Full
8.67" x 13.125"