

ADVERTISE

IN THE
2022

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 surrey.ca/advertising and click on the Ad Request Form.
- 2 Complete and submit your Ad Request Form.
- 3 E-mail your ad to recguideads@surrey.ca

Time Lines

Subject to change

Fall September-December

Booking Open..... Apr 4-May 16
Artwork Deadline..... Jun 1
Distribution..... Jul 9

Winter January-March

Booking Open..... TBD
Artwork Deadline.....
Distribution.....

Spring April-June

Booking Open..... TBD
Artwork Deadline.....
Distribution.....

Summer July & August

Booking Open..... TBD
Artwork Deadline.....
Distribution.....

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.