

# leisure guide

**160,000** guides distributed in Winnipeg **3** times a year

## One of the largest print advertising distribution media in Winnipeg

### 160,000 copies distributed to Winnipeggers

Distributed to 90,000 homes via the Saturday Winnipeg Free Press 3 times per year

35,000 available at all pools, libraries, leisure centres

35,000 available at over 200 Winnipeg retailers (Safeway, 7-Eleven, Mac's Convenience Stores and many banks) plus many other community organizations

See [Winnipeg.ca/advertising](http://Winnipeg.ca/advertising) for a list of distributors

### Prime market target for all ages:

Under 14 (15%)	35-44 (17%)
15-24 (18%)	45-54 (24%)
25-34 (20%)	55+ (6%)

### Gender segmentation:

Female (57%)  
Male (43%)

### Extended advertising exposure:

63% of those who received the Leisure Guide keep it for longer than one month

39% of those who received the Leisure Guide keep it for longer than two months

20% of those who received the Leisure Guide keep it for longer than three months

### Key income distribution:

Under \$10,000 (3%)	\$50,000-\$59,999 (13%)
\$10,000-\$19,999 (3%)	\$60,000-\$69,999 (11%)
\$20,000-\$29,999 (5%)	\$70,000-\$79,999 (8%)
\$30,000-\$39,999 (14%)	\$80,000-\$89,999 (7%)
\$40,000-\$49,999 (14%)	\$90,000-\$99,999 (4%)
\$50,000-\$59,999 (13%)	\$100,000+ (17%)

**New for 2011!**  
The entire Leisure Guide  
will change to a gloss  
format featuring full colour  
advertising only

# leisure guide advertising sizes

**160,000** guides distributed in Winnipeg **3** times a year

## page dimensions (inches)

**Trim Size** (actual page size): 8 x 10.25

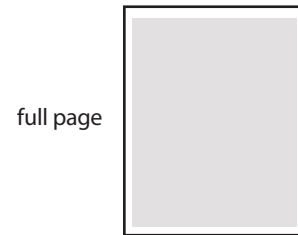
**Bleed Size:** (.125" bleed) 8.25 x 10.5

**Columns:** 3

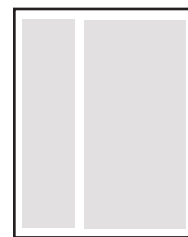
**Column Width:** 2.3

## ad dimensions (inches)

	Width	Height
Full page with .125" bleed	8.25	10.5
Full page (within margins)	7.25	9.25
$\frac{2}{3}$ page (2 column)	4.8	8.875
$\frac{2}{3}$ page banner	7.25	6
$\frac{1}{2}$ page	7.25	4.5
$\frac{1}{3}$ page (1 column)	2.35	8.875
$\frac{1}{3}$ page banner	7.25	3
$\frac{1}{4}$ page	3.5	4.5
$\frac{1}{4}$ page banner	7.25	2.25
$\frac{1}{6}$ page	4.8	2.25
$\frac{1}{6}$ page banner	7.25	1.45
$\frac{1}{8}$ page	3.5	2.25
$\frac{1}{10}$ page	2.3	2.25

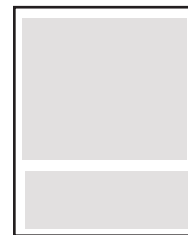


full page



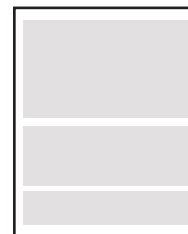
$\frac{1}{3}$  page 1 column

$\frac{2}{3}$  page 2 column



$\frac{2}{3}$  page banner

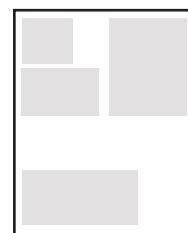
$\frac{1}{3}$  page banner



$\frac{1}{2}$  page

$\frac{1}{4}$  page banner

$\frac{1}{6}$  page banner



$\frac{1}{10}$  page

$\frac{1}{4}$  page

$\frac{1}{8}$  page

$\frac{1}{6}$  page

# leisure guide advertising rate card

## Ad Size

Inside Front Cover	\$4,339.00	
Inside Back Cover	\$4,339.00	
Back Cover	\$5,161.00	
1 full page	\$2,852.42	
2 page spread	\$5,704.83	
2/3 page	\$1,901.61	
1/2 page	\$1,426.21	Please inquire about volume, loyalty and first-time buyer discounts. Rates do not include 5% GST or graphic design fees. Ad rates listed are for camera ready ads.
1/3 page	\$950.81	
1/4 page	\$713.10	
1/6 page	\$475.40	
1/8 page	\$356.55	
1/10 page	\$285.24	

**Graphic Design Services:** if camera ready ads are not supplied, graphic design services are available. We will create 1 design (maximum 3 hours) at no charge. Additional design revisions, scans, photo searches, etc., will be billed at \$60.00 per hour.

**Page placement for ads cannot be guaranteed.**

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

## Submission

Submissions accepted on CD, by email or via ftp for larger files

**FTP information:** ftp://winnipeg.ca

**logon:** anonymous

**password:** <email>

Place in cms directory

## Ad Proof Sign-off

A proof of the ad will be emailed for final approval. The ad proof must be signed and faxed to Kim Verschoore at 986-3706.

## Advertising Submission Deadlines

### Spring/Summer 2011 Deadline

**Non-camera ready ads/**requiring Graphic Design Services

Friday, January 14, 2011

**Camera ready ads,** Tuesday, February 1, 2011

### Fall 2011 Deadline

**Non-camera ready ads/**requiring Graphic Design Services

Friday, May 27, 2011

**Camera ready ads,** Wednesday, June 22, 2011

### Winter 2012 Deadline

**Non-camera ready ads/**requiring Graphic Design Services

Friday, September 23, 2011

**Camera ready ads,** Wednesday, October 19, 2011

## Distribution Dates

**Spring/Summer 2011** March 3–5, 2011

**Fall 2011** August 18–20, 2011

**Winter 2012** November 24–26, 2011

## Camera Ready Ad Submission Requirements

### Formats

**Adobe InDesign CS4 or Adobe Illustrator CS4**

Please include:

- All the used fonts.
- All the used images (preferably TIFF or EPS format) saved for Macintosh platform & scaled in an image editor to the final size.

### Other Formats

• **Adobe Photoshop CS4** - Photoshop not recommended for constructing ads, as it may result in reduced quality due to rasterization (pixelation) of text.

• **Microsoft Word** - Microsoft Word files will need to be completely rebuilt into a usable format.

• **Microsoft Publisher** - we do not accept Publisher files.

### Colour

All colour must be CMYK only, no RGB or spot colours.

- When using CMYK to build colour elements, please limit the number of colours used to create any element; if possible limit the formula to 2 colours to reduce any registration-related issues. Especially avoid at all costs, using multi-colour builds on very fine elements (text, rules, charts etc.) Any requirements for a very dense black ("Rich Black"), should be created from a combination of 100% and 50% .

### Images

• Photos must be a minimum 300 dpi at the finished size. Please do not apply compression or profiles.

• 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 do not use the stylize pallet to create bold or italic fonts).

### Transparency

• When creating InDesign drop shadows, use Transparency carefully, ensuring all text layers are above the transparent ones, and follow Adobe's other transparency guidelines.

### Graphic Design Services Ad Submission Requirements

- **Content/Ad copy:** Microsoft Word or email format.
- **Images/photos:** minimum 300–600 dpi at finished size in AI, EPS, JPEG, TIFF or PSD format (Please do not apply compression or profiles).
- **Layout instructions:** May be submitted in Microsoft Word or email.

## Contact

**sales:** Kim Verschoore

**phone:** 204 986-6637

**fax:** 204 986-3706

**email:** kverschoore@winnipeg.ca

**web:** Winnipeg.ca/advertising