



# arena advertising

## contact information

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# arena advertising products

## Rink Boards

Strategically positioned at ice level across from the spectator seating area

- 3 foot x 8 foot boards are mounted behind a sheet of polycarbonate
- white space between the signs maximizes advertising value

## Rink Wall Boards

Place your company information in view of anyone entering one of our arenas.

- immediately noticed
- viewed by participants and spectators in the arena

## Foyer Wall Boards

Place your company information in view of anyone entering one of our arena buildings.

- immediately noticed
- viewed by participants and spectators entering the facility

## Ice-resurfacer

Place your ad on our zamboni

- exposure before the game or event
- exposure during intermission or between periods during events
- exposure after the event or between events

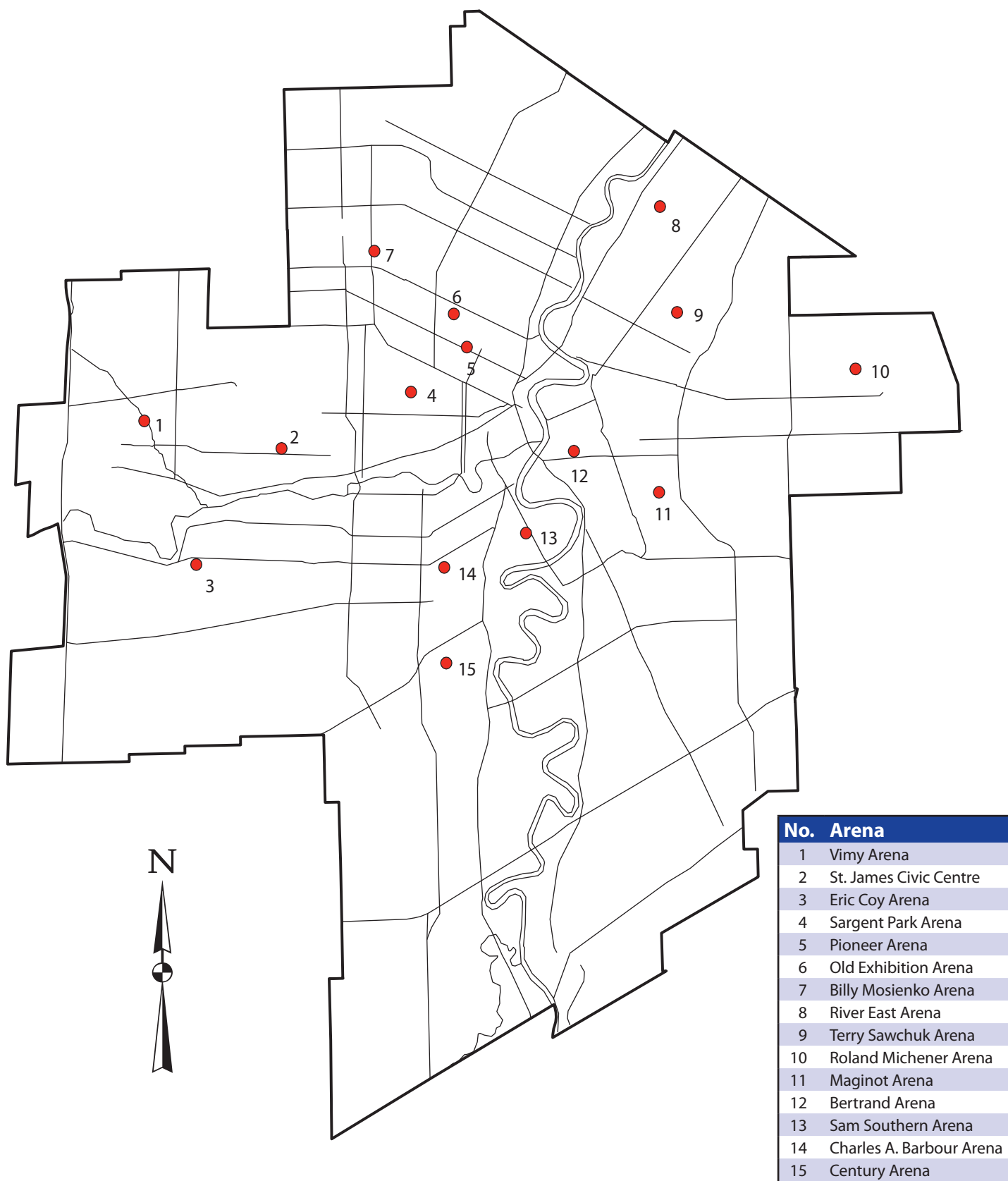
**great city-wide and local advertising opportunities**

**great value**

**great community exposure**



# City of Winnipeg arenas



# exposure & arena classifications

15 City-owned and operated community arenas

Arena	Seating Capacity	Hours of Ice Used				MJHL or MMJHL Team?	Number of Major Users	Advertising Classification
		2005	2006	2007	3 Yr Avg			
<b>Bertrand</b>	570	982	952	938	957	Yes	5	A
<b>Billy Mosienko</b>	561	1173	1175	1165	1171	Yes	6	A
<b>Century</b>	600	1383	1344	1375	1367	Yes	6	A
<b>Charles A. Barbour</b>	126	1001	1015	1032	1016	No	5	B
<b>Eric Coy</b>	804	1368	1376	1339	1361	Yes	5	A
<b>Maginot</b>	574	1050	992	1073	1039	No	4	B
<b>Old Exhibition</b>	222	1016	983	910	970	No	4	B
<b>Pioneer</b>	561	1472	1366	1504	1447	No	3	A
<b>River East</b>	670	1120	1057	1059	1079	No	5	A
<b>Roland Michener</b>	920	1064	1046	1030	1047	Yes	4	A
<b>Sam Southern</b>	400	1262	1202	1210	1224	Yes	6	A
<b>Sargent Park</b>	130	1117	1116	1062	1099	No	5	B
<b>St James Civic Centre</b>	900	1354	1647	1735	1579	Yes	6	A
<b>Terry Sawchuk</b>	743	1100	1077	1096	1091	Yes	6	A
<b>Vimy</b>	200	1057	1073	1097	1076	No	6	B
<b>Average</b>	<b>532</b>	<b>1168</b>	<b>1161</b>	<b>1175</b>	<b>1168</b>		<b>5</b>	

# arena user groups

## 1. Old Exhibition

80 Sinclair Street  
Seating - 222  
Viewing - Both Sides

- Winnipeg Minor Hockey Association - North West
- North Winnipeg Ringette Association
- St. Boniface/St. Vital Ringette Association
- Public Skating
- WASAC - Summer Youth Program

## 2. Pioneer

799 Logan Avenue  
Seating - 561  
Viewing - Both Sides

- Winnipeg Minor Hockey Association - North West
- Manitoba Ringette
- WASAC - Summer Youth Program

## 3. Sargent Park

1111 Wall Street  
Seating - 130  
Viewing - Both Sides

- Winnipeg Minor Hockey Association - North West
- Public Skating
- Ringette Associations - North Winnipeg and Manitoba
- Winnipeg Speed Skating Association
- WASAC - Summer Youth Program

## 4. Billy Mosienko

709 Keewatin Street  
Seating - 561  
Viewing - Both Sides

- Manitoba Major Junior Hockey League (MMJHL) - Raiders
- Junior B - Satellites
- Winnipeg Minor Hockey Association - North West and Seven Oaks
- Learn to Skate and Public Skating
- Sisler High School Hockey
- St. James Ringette Association
- Billy Mosienko MHA Tournament (November)

## 5. Century

1377 Clarence Avenue  
Seating - 600  
Viewing - Both Sides

- Manitoba Major Junior Hockey League (MMJHL) - Twins
- Winnipeg Minor Hockey Association - South Winnipeg and Fort Garry North
- Century Figure Skating
- Learn to Skate and Public Skating
- Assiniboine Park / Fort Garry Ringette
- Vincent Massey High School Hockey
- Oak Park High School Hockey
- Fort Garry Christmas Tournament (Fort Garry North MHA)
- Mid-Canada Dog Show (May)

## 6. Charles A. Barbour

500 Nathaniel Street  
Seating - 126  
Viewing - 11/2 Sides

- Winnipeg Minor Hockey Association - Assiniboine Park, Fort Garry North and South Winnipeg
- Assiniboine Park / Fort Garry Ringette Association
- Learn to Skate
- High School Hockey - St. Mary's Academy
- Manitoba Marathon - Marathon Storage
- City of Winnipeg Program - Sport Camps & Inline Skating

# arena user groups

## 7. Sam Southern

625 Osborne Street  
Seating - 400  
Viewing - One Side

- Winnipeg Minor Hockey Association - Fort Garry North and South Winnipeg
- Assiniboine Park/ Fort Garry Ringette Association
- Learn to Skate & Public Skating
- Kelvin High School Girls' Hockey
- Churchill High School Hockey
- Cartown

## 8. River East

1410 Rothesay Street  
Seating - 670  
Viewing - Both Sides

- Winnipeg Minor Hockey Association - River East, AAA
- River East Ringette Association
- Miles MacDonnell High School Hockey
- East St. Paul Figure Skating
- Learn to Skate & Public Skating
- City of Winnipeg - Pre-school Program
- City of Winnipeg Summer Programming - Sports Camps

## 9. Vimy

255 Hamilton Avenue  
Seating - 200  
Viewing - One Side

- Winnipeg Minor Hockey Association - St. James and Assiniboine Park
- Skate Winnipeg Figure Skating
- Ringette Associations - St. James and Assiniboine Park / Fort Garry
- Learn to Skate & Public Skating
- City of Winnipeg Active Living Programming

## 10. Terry Sawchuk

901 Kimberly Avenue  
Seating - 743  
Viewing - Both Sides

- Manitoba Major Junior Hockey League (MMJHL) - Knights
- Miles Macdonell Collegiate High School Hockey
- Kildonan East High School Hockey
- St. Boniface/St. Vital Ringette
- Winnipeg Minor Hockey Association - River East
- Public Skating
- Red River Figure Skating Club

## 11. Roland Michener

1121 Wabasha Street  
Seating - 920  
Viewing - Both Sides

- Manitoba Major Junior Hockey League (MMJHL)- Railers
- Winnipeg Minor Hockey Association - Transcona
- Learn to Skate & Public Skating
- East Edge Figure Skating Club
- Transcona Ringette Association
- Transcona Ringette Association Tournament (January)
- City of Winnipeg Programs - Preschool, Adult Sport/Sports Camp & Adventure Programs

## 12. Maginot

910 Maginot Street  
Seating - 574  
Viewing - Both Sides

- Winnipeg Minor Hockey Association - St. Boniface and AAA
- Manitoba Women's Junior Hockey League
- Learn to Skate & Public Skating
- College Beliveau High School Hockey
- Roller Sport Manitoba - Roller Hockey

# arena user groups

## 13. Bertrand

294 Bertrand Street  
Seating - 570  
Viewing - Both Sides

- Manitoba Major Junior Hockey League (MMJHL) - Riels
- Manitoba Women's Junior Hockey League
- Winnipeg Minor Hockey Association - St. Boniface and St. Vital
- Bonivital Ringette Association
- Learn to Skate & Public Skating

## 14. St. James Civic Centre

2055 Ness Avenue  
Seating - 900  
Viewing - Both Sides

- Manitoba Women's Junior Hockey League
- Manitoba Major Junior Hockey League (MMJHL) - Canucks
- Winnipeg Minor Hockey Association - St. James and Assiniboine Park
- Skate Winnipeg Figure Skating Club
- Learn to Skate & Public Skating
- St. James High School Hockey
- Battle of Badges (September)
- Skate Canada Ice Show (April)

## 15. Eric Coy

535 Oakdale Drive  
Seating - 804  
Viewing - Both Sides

- Manitoba Major Junior Hockey League (MMJHL) - Hawks
- Winnipeg Minor Hockey Association - Assiniboine Park
- Skate Winnipeg Figure Skating Club
- Learn to Skate & Public Skating
- Assiniboine Park/ Fort Garry Ringette Association
- Oak Park High School Hockey
- Charleswood Rotary - Lobster Dinner & Dance (May)

# sign materials

## Choroplast™ signs (wall boards)

**Choroplast™** is a corrugated plastic material commonly used for signs with a short life span. One of the most common uses is for outdoor political signs which are typically screen printed. It is very versatile and one of the most cost-effective materials in sign-making today, which makes it very attractive to use. Choroplast™ is most popular in white, but can be purchased in many different colours. Custom signs for specific needs can be constructed very quickly using this material.

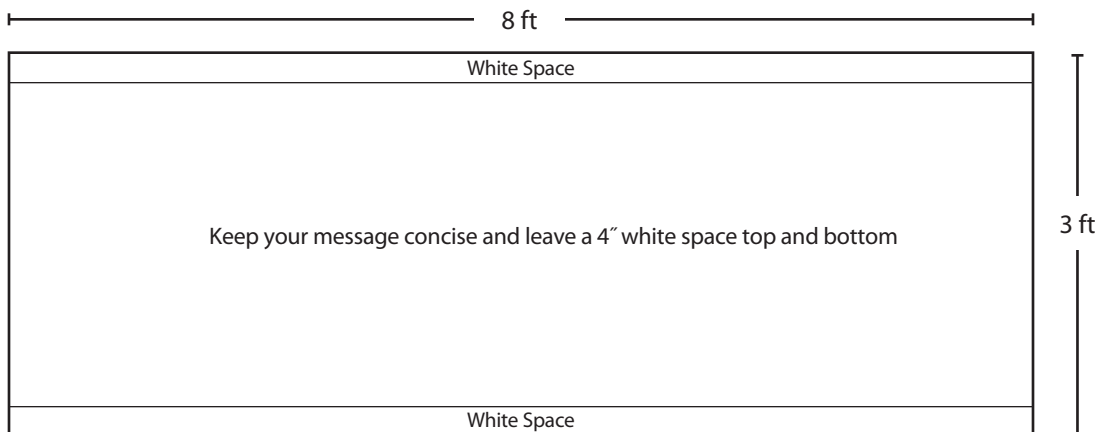
## PVC signs (rink boards)

**PVC** (Poly Vinyl Chloride) is one of the most versatile plastics in use today. It comes in a variety of colours and thicknesses and is used in many situations because of its low cost and durability. We use 0.030 styrene for our rink board advertising.

## Clear Lexan™ (rink boards)

As part of the advertising fee, all PVC rink board signs will have a clear **Lexan™** polycarbonate overlay installed. Lexan 9034 is engineered for sign applications and its ability to withstand extreme impact will help protect your PVC rinkboard from being damaged.

## rink board dimensions



# rates

## 2010–2011 arena advertising rate schedule

affordable  
great community exposure  
great value

Advertisement Product	Ad Size	Rates
Wall boards - Class A	4' x 8'	\$351.79
Wall boards - Class B	4' x 8'	\$297.67
Rink boards - Class A	3' x 8'	\$530.08
Rink boards - Class B	3' x 8'	\$450.57
Rink decal - Class A	3' x 12'	\$530.08
Rink decal - Class B	3' x 12'	\$450.57
Foyer	4' x 8'	\$351.79
Foyer	4' x 4'	\$306.00
Foyer	2' x 4'	\$280.50
Ice Resurfacers Wrap	Wrap	\$663.00

*For arena classifications, please see the chart on page 4.*

### discounts

Please inquire about our volume discounts.

### installation

All fees include installation.

### sign production costs

Sign production costs are the responsibility of the advertiser.

### contact

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