

# 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%)

# 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

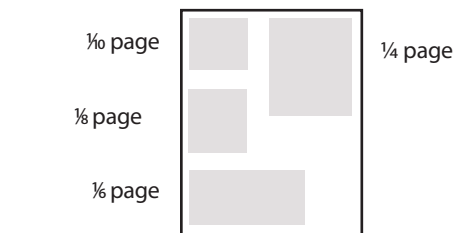
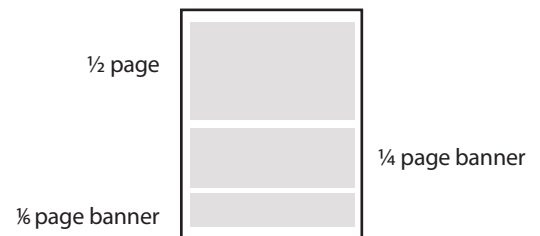
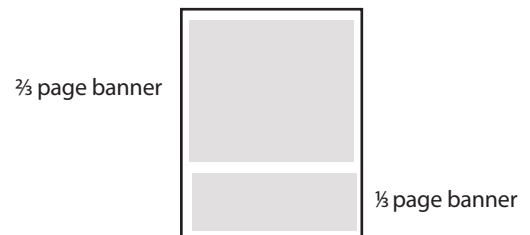
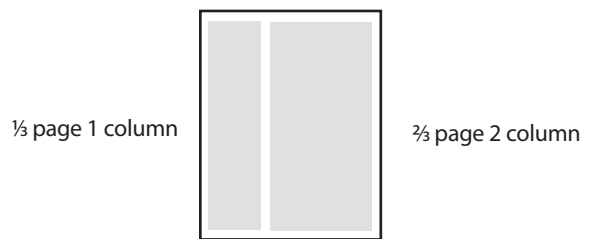
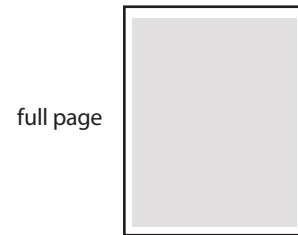
**Bleed Size:** (.125" bleed) 8.25 x 10.5

**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
2/3 page (2 column)	4.8	8.875
2/3 page banner	7.25	6
1/2 page	7.25	4.5
1/3 page (1 column)	2.35	8.875
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



# leisure guide advertising rates and guidelines

Ad Size	4-color	B& W/spot color
Inside Front Cover	\$4,339.00	
Inside Back Cover	\$4,339.00	
Back Cover	\$5,161.00	
1 full page	\$2,852.42	\$2,494.47
2 page spread	\$5,704.83	\$4,988.94
2/3 page	\$1,901.61	\$1,662.98
½ page	\$1,426.21	\$1,247.23
1/3 page	\$950.81	\$831.49
¼ page	\$713.10	\$623.62
1/10 page		\$249.45

Rates do not include 5% GST. or graphic design fees.  
Ad rates listed are for camera ready ads.

**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 search, 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 Deadlines

### Winter 2011 Deadline:

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

Friday, October 1, 2010

**Camera ready ads**

Wednesday, October 27, 2010

### Spring/Summer 2011 Deadline:

**Ads requiring Graphic Design Services-Non-camera ready**

Friday, January 14, 2011

**Camera ready ads**

Tuesday, February 1, 2011

### Fall 2011 Deadline:

**Ads requiring Graphic Design Services-Non-camera ready**

Friday, May 27, 2011

**Camera ready ads**

Wednesday, June 22, 2011

## Contact

sales: Kim Verschoore phone: 986-6637 fax: 986-3706 email: kverschoore@winnipeg.ca web: Winnipeg.ca/advertising

## Camera Ready Ad Submission Requirements

### Formats

Adobe InDesign CS4 or Adobe Illustrator CS4 Formats

Included with these two formats must be

- 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 is not recommended for constructing ads, because it rasterizes (pixellates) text, which may result in reduced quality.
  - Microsoft Word - Microsoft Word files must be completely rebuilt into a usable production format.
  - Microsoft Publisher - we do not accept Publisher files for production

### Full colour:

- All full-colour elements must be in CMYK only, not RGB
- 4-Colour Process ads should not contain Spot Colours and Spot Colour ads must not contain Process colours.
  - Please ensure that all black text and fine black elements (rules, charts, arrows, borders etc.) are pure black only and do not contain any Cyan, Magenta or Yellow.
  - 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%

### Spot colour:

- One PANTONE spot colour is included with the purchase of black & white ads. This colour may change from time to time and must be spec'd as required in your supplied files. The current spot colour is PANTONE 2945U.
- If using spot colour, ensure that colour is named exactly the same as the format used here (PANTONE 2945U), this applies to any linked vector (eps) or duotone files as well.

### images:

- Photos must be a minimum of 300 dpi at the finished size. Please do not apply compression or profiles.
- Line scans should be a minimum of 600 dpi
- Black & White images should be in Grayscale colourspace, not 4-colour process (CMYK).

### Fonts:

- Use only vector fonts. 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

- If you use Adobe products (which includes 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: Word, email formats
- Images/photos: minimum 300- 600 dpi t finished size JPEG, Tiff, PSD format (Please do not apply compression or profiles.
- ine scans should be a minimum of 600 dpi
- Black & White images should be in Grayscale colourspace, not 4-colour process (CMYK).
- Layout directions: May be submitted in Word or email.