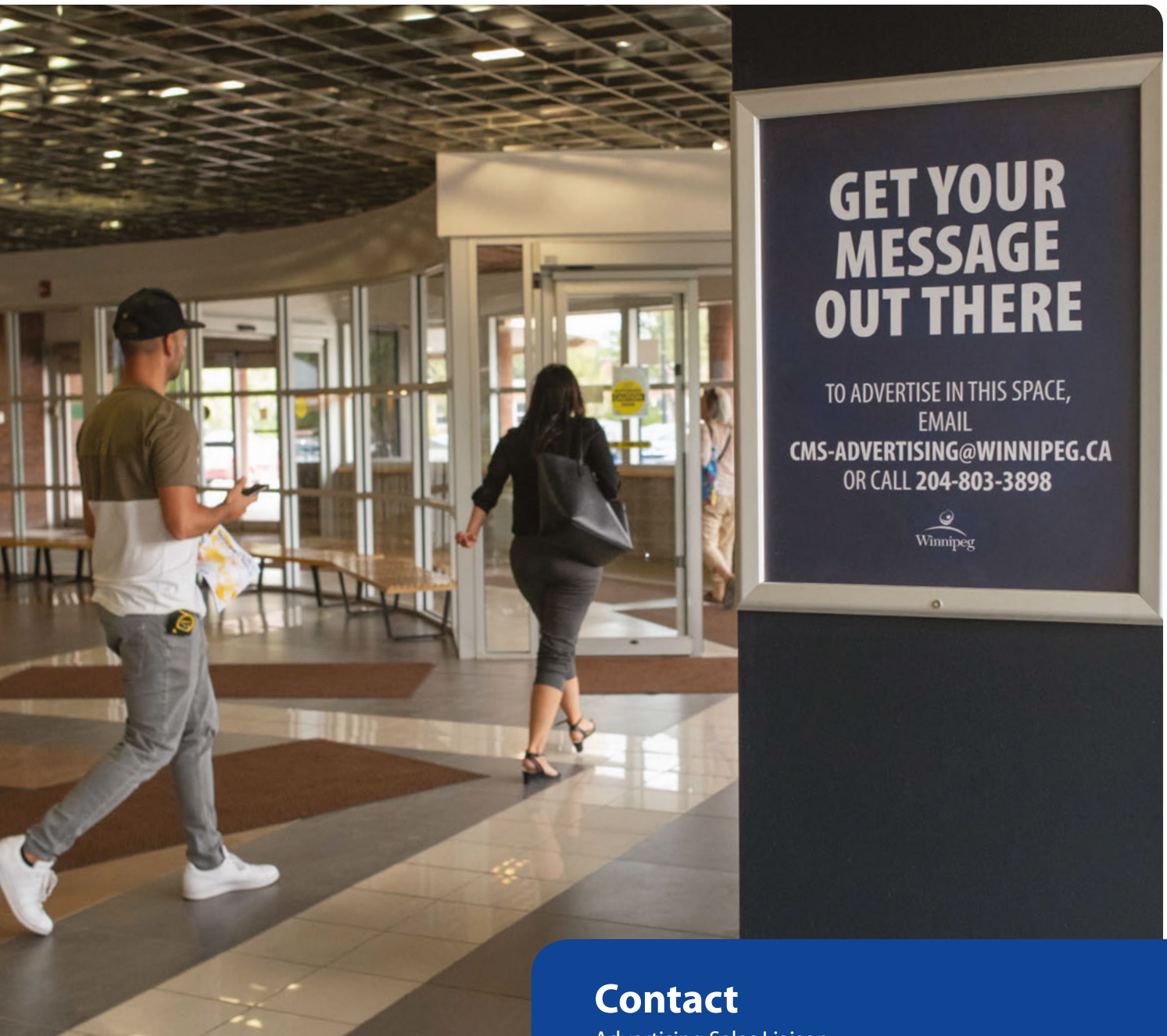




Poster Board Network

The City of Winnipeg operates a growing poster board network featuring **19 snap frames** installed in **7 high-attendance community facilities**. Hundreds of thousands of Winnipeggers attend our facilities every year for library programs and services, leisure/active living programming, participating in competitive sport, fitness services, and as spectators.

With over 4.8M visits to our facilities in 2017, our network provides a cost effective opportunity to quickly reach your target audience and maximize the impact of your message.



2018–19 Media Kit

Contact

Advertising Sales Liaison

Telmo Reis

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winnipeg.ca/advertising

Facility Attendance—Annual Stats

4.8M+

Facility visits in 2017

Aquatic Programs



300K+

Registered program visits

Membership Scans and Admissions



920K+

Day use of weight rooms, leisure centres and indoor pools

Libraries



3M+

Registered program visits and walk-in patrons

Arenas



600K+

Registered program visits, major ice group users and spectators

Network Specifications

Snap Frame Dimensions: 16"W x 20"H

Installation Height

- Centre of advertisement is approximately 60" from floor

Locations

- High visibility areas including lobbies, lounges, entrances and hallways with minimal or no surrounding advertisements

Placements

- Ad posters are installed at the beginning of each calendar month

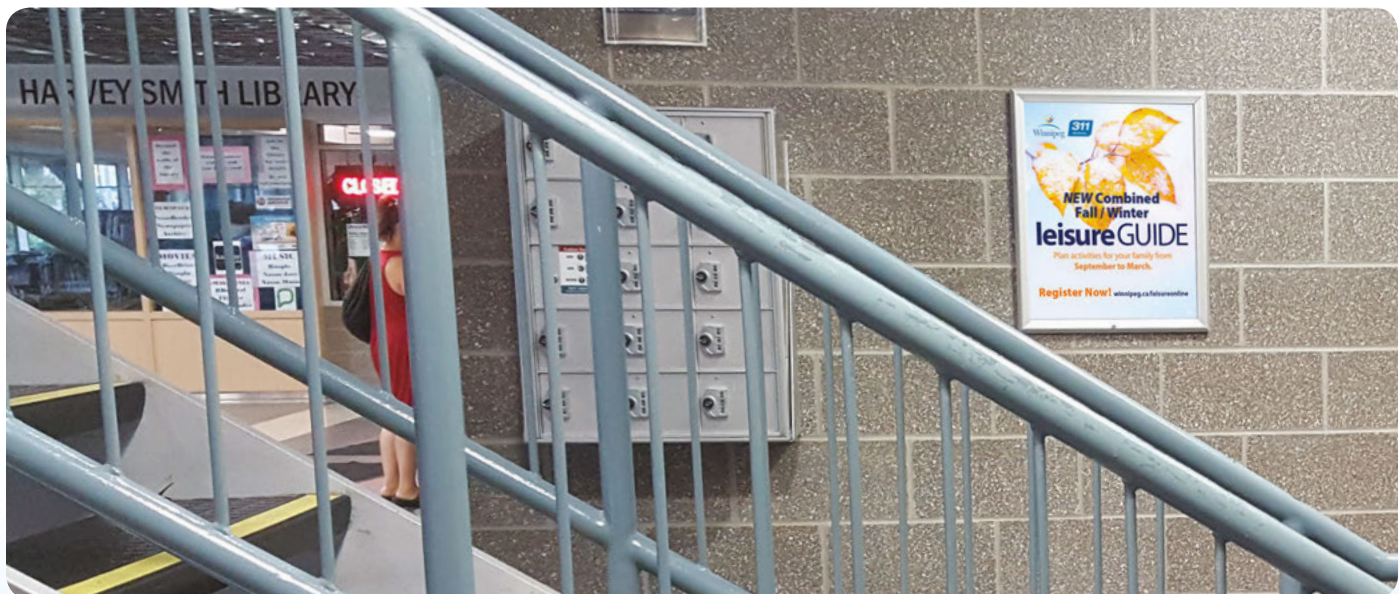
Minimum Buy

- 4 weeks



Facility	Snap Frame Locations	Indoor Ice Rink	Outdoor Speed Skating Oval	*Recreation Amenities	Indoor Pool	Library
Century Arena 1377 Clarence Avenue	1. Main entrance 2. Main exit 3. Lobby-viewing area	✓ Viewing lobby				
Cindy Klassen Recreation Complex 999 Sargent Avenue	Stairway to weight room and track level: 1. Ground level by elevator 2. Mid-level landing Lobby/lounge: 3. Seating area 4. Water fountain area		✓	✓	✓	✓
Eric Coy Arena 535 Oakdale Drive	1. Main entrance from parking lot 2. Main entrance to ice area	✓ 804 seats				
Fort Rouge Leisure Centre 625 Osborne Street	1. Lobby-facing weight room 2. Lobby-multi-purpose room entrance 3. Main entrance hallway	✓ (Sam Southern Arena)		✓		✓
River East Arena 1410 Rothesay Street	1. Lobby/viewing lounge 2. Lobby/viewing lounge	✓ 670 seats				
Sam Southern Arena 625 Osborne Street	1. Arena entrance hallway 2. Lounge-spectator warming room	✓ 400 seats				
St. James Civic Centre 2055 Ness Avenue	1. Entrance to ice area-east side 2. Entrance to ice area-west side 3. Pool entrance	✓ 900 seats		✓	✓	

*Recreation amenities vary by location but can include weight rooms, indoor tracks, gyms and multi-use rooms.



Rates

Number of Boards	1–5	6–14	15+
Weekly Price per Board	\$40	\$35	\$30
Minimum buy: 4 weeks			
Printing–per Board ¹	\$25	\$20	\$15
Ad Changes–per Board ²	\$40	\$30	\$20
¹ Advertisers have the option of either submitting their installation-ready advertisement (per our submission requirements) or submitting a print-ready advertisement file (per our submission requirements) and paying a fee to have us print it.			
² Ad changes are done monthly and new artwork must be submitted and approved before the end of the calendar month.			
Contract discounts available	6 months	1 year	2 years
	10%	15%	20%

All rates are net before tax.

Submission Requirements

Frame-ready submissions

Finished ad poster supplied by advertiser to the City for installation only

- Finished size:
 - 16" wide x 20" high
- Note: keep important text/elements at least .375" from edge
 - This area is blocked due to snapping mechanism that holds ad poster in place

Print-ready submissions

Ad file supplied by advertiser to the City for printing and installation

- PDF: high quality, print resolution
- All images and elements used must be:
 - CMYK
 - 300 dpi–minimum
 - Lower resolution can mean lower quality of the finished product
- Size:
 - 16" W x 20" H with .125" bleed
 - Must have crop/trim marks
- Colour matching
 - We can't guarantee 100% colour accuracy when printing your file, therefore, if you require exact colour matching, we advise you submit a frame-ready ad instead

Deadline

Frame-ready submissions:

- 5 business days before the end of calendar month

Print-ready submissions:

- 10 business days before the end of calendar month

All information, including Rates, may be changed at any time without prior notice.

Contact

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