westvancouverrec.ca

WEST VANCOUVER THE SCENE MAGAZINE

A WEST VANCOUVER SENIORS' ACTIVITY CENTRE PUBLICATION

2022 ADVERTISING FACT SHEET

/westvanrec

westvancouver.ca/seniors

west vancouver

THE SCENE OVERVIEW & ADVERTISING TIMELINES

Published bi-monthly, and highly anticipated by 55+ residents and non-residents alike, West Vancouver's Scene magazine contains information about upcoming activities, fundraisers, workshops, outdoor activities, community initiatives, and more—all geared towards the 55+ adult! The publication also features information about food services offered at the Garden Side Café located inside the West Vancouver Seniors' Activity Centre (SAC).

The Scene is available for pick-up at the SAC, distributed electronically to approximately 4,500 e-news subscribers, and posted online at westvancouver.ca/seniors.

AD SUBMISSION DEADLINES

ISSUE	AD SUBMISSION DEADLINE
JANUARY | FEBRUARY	DECEMBER 3
MARCH | APRIL	FEBRUARY 1
MAY | JUNE	APRIL 1
JULY | AUGUST	JUNE 1
SEPTEMBER | OCTOBER	AUGUST 1
NOVEMBER | DECEMBER	OCTOBER 1

To book your ad, please contact the Marketing Coordinator at leisureguide@westvancouver.ca.

ADVERTISING AGREEMENT & CONFIRMATION FORM

Organization: **Contact Name:**

Street Address: **City:**

Province: **Postal Code:**

Phone Number: **Fax Number:**

Email:

*Advertisers will be invoiced prior to their ad being published in The Scene magazine, and payment must be received by the District of West Vancouver's finance department by the **dates specified below** for corresponding issues of The Scene magazine, otherwise the ad will not run**.** By signing this agreement, I confirm that I wish to place an ad in The Scene magazine, published by the District of West Vancouver in the **size(s) and issue(s) specified below.** I agree to submit all material outlined in this borchure by the **deadlines stated below**. Should I wish to cancel this agreement once signed, I understand that: I will be charged 50% of the cost of the ad if I cancel before The Scene magazine goes to print. I will be charged the full cost of the ad if I cancel after The Scene magazine has gone to print. I agree to pay all charges within the deadline stated above. I warrant and represent that the advertiser has ownership of all materials subject to copyright.*

Advertiser Signature: _____ **Date of Agreement:** _____

ISSUE	MARK SELECTION WITH 'X'	AD SUBMISSION DEADLINE	AD PAYMENT DEADLINE
JANUARY | FEBRUARY 2022	☐	DECEMBER 3	DECEMBER 15
MARCH | APRIL 2022	☐	FEBRUARY 1	FEBRUARY 10
MAY | JUNE 2022	☐	APRIL 1	APRIL 10
JULY | AUGUST 2022	☐	JUNE 1	JUNE 10
SEPTEMBER | OCTOBER 2022	☐	AUGUST 1	AUGUST 10
NOVEMBER | DECEMBER 2022	☐	OCTOBER 1	OCTOBER 10

PRINT AD SPECIFICATIONS

MARK SELECTION WITH 'X'	SIZE	FORMAT	SPECIFICATIONS	COLOUR	RATE	COST
INSIDE FRONT COVER						
	1/2	horizontal	7.25" x 4.5"	CMYK | Full Colour	$480	
	1/1	vertical	8" x 10.5" + 0.25" bleed	CMYK | Full Colour	$800	
INSIDE PAGES (GREYSCALE)						
	1/4	horizontal	7.125" x 2.125"	Greyscale	$140	
	1/2	horizontal	7.125" x 4.55"	Greyscale	$220	
	1/1	vertical	7.125 " x 9.55"	Greyscale	$340	
INSIDE PAGES (FULL COLOUR)						
	1/3	horizontal	7.125" x 2.85"	CMYK | Full Colour	$220	
	1/2	horizontal	7.125" x 4.55"	CMYK | Full Colour	$300	
	1/1	vertical	7.125 " x 9.55"	CMYK | Full Colour	$420	
INSIDE BACK COVER						
	1/2	horizontal	7.25" x 4.5"	CMYK | Full Colour	480	
	1/1	vertical	8" x 10.5" + 0.25" bleed	CMYK | Full Colour	$800	
OUTSIDE BACK COVER						
	1/1	vertical	8" x 10.5" + 0.25" bleed	CMYK | Full Colour	$1,000	
					TOTAL COST	

Personal information on this form is collected pursuant to sections 26(c) of the Freedom of Information and Protection of Privacy Act for the purpose of processing The Scene magazine Advertising Agreements. If you have any questions about the collection and use of this information please contact Legislative Services, between 8 a.m. and 4:30 p.m., Monday to Friday excluding statutory holidays, at 604-921-3497 at Municipal Hall, 750 17th Street, West Vancouver BC V7V 3T3.

GENERAL GUIDELINES, ARTWORK SPECIFICATIONS & INVOICING INFORMATION

CONTENT GUIDELINES

All advertising submitted for inclusion in the District of West Vancouver's The Scene magazine must be consistent with the following guidelines:

• Advertising must be submitted on time and in the correct format and specifications.

• Advertising must be appropriate in nature, and consistent with the values of the West Vancouver Parks and Community Services department.

• Preference shall be given to advertising that is community-based, positive in nature and seeks to enrich the "community vitality, health and understanding" of West Vancouver residents.

• Advertising must be non-partisan, non-racial, non-denominational, non-sexist and non-political.

• Advertising must not be in direct competition with the programs and services offered by the District of West Vancouver.

• Advertising cannot promote an individual political party or politician.

• Advertising must not present demeaning or derogatory portrayals of individuals or groups; or exploit violence, sexuality, children, the customs, convictions or characteristics of religious or ethno-cultural groups, persons with disabilities or any other person, group or institution in a manner which is offensive.

• Advertising is governed by the Human Rights Act which provides that no person shall be discriminated against "because of the race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation or age of the person or that group or class of persons."

• Advertising must not promote products prohibited from sale to minors.•

• The District of West Vancouver reserves the right to refuse any advertising that it deems, at its sole discretion, as inconsistent with the above guidelines.

• Display of advertising in The Scene magazine does not constitute endorsement of the content by the District of West Vancouver.

ARTWORK | PRINT ADS

All print ads must be received in the following formats only: PDF, TIFF, EPS. Non-accepted formats: InDesign, Illustrator, QuarkXPress and Microsoft Word. If you are not familiar with these formats please contact the Marketing Coordinator.

AD RE-RUNS | PRINT & WEB

Please note that re-runs of incorrectly formatted ads will not be accepted. If you would like to roll-over an ad from a previous issue of The Scene magazine, please check with the Marketing Coordinator to ensure that your ad is correctly formatted.

PRESS-READY ADS*

All advertisements, images and logos must be a minimum 300dpi at 100% ad size. Email press-ready ads in one of the above formats to the Marketing Coordinator.

*Any ad that is not press-ready or does not meet the above requirements will require editing; the advertiser will be charged $90/hour, minimum one hour, for this work.

ARTWORK | WEB ADS

All web ads must received in JPEG/JPG/PNG or EPS format. Please see web ad specifications on page 1.

AD DESIGN FEE

Need help designing your ad? We can create the ad for you at the cost of $90 per/hr. Before we can get started, here's what we'll need:

• Email your layout instructions or leave the design up to us (just provide us with the information that you want included in the ad).

• Email graphics and logos in a pdf, jpg, tiff, or eps format, at 300 dpi.

• Email all files to leisureguide@westvancouver.ca.

PAYMENT AND INVOICING

Advertisers will be invoiced prior to their ad being published in The Scene magazine, and payment must be received by the District of West Vancouver's finance department by the dates provided on the Advertising Agreement page for the corresponding issues of The Scene, otherwise the ad will not run.

CANCELLATIONS

Inside Page Advertisers will be charged 50% of the cost of their ad if they cancel before The Scene magazine goes to print, and 100% of the cost of their ad if they cancel after The Scene magazine goes to print. Cover Advertisers will be charged 100% of the cost of their ad if they cancel at any point after the Advertising Agreement is signed.

ERRORS IN AD

The District of West Vancouver is not responsible for content errors in submitted electronic artwork. The District of West Vancouver is not responsible if the ad is submitted or revised after the deadline.

CONTACT

For more information about advertising in The Scene Magazine, please contact the Marketing Coordinator:

Email leisureguide@westvancouver.ca

INSIDE PAGES

1/2 PAGE
- horizontal -
7.125" x 4.55"

1/3 PAGE
- horizontal -
7.125" x 2.85"

INSIDE PAGES

1/1 PAGE
- vertical -
7.125 " x 9.55"

1/4 PAGE
- horizontal -
7.125" X 2.125"

VISIT US ONLINE **WESTVANCOUVER.CA/SENIORS** 0

FRONT COVER

1/2 PAGE **INSIDE FRONT** COVER
- horizontal -
7.25" x 4.5"

BACK COVER

OUTSIDE BACK COVER
- FULL COLOUR -
—
8" x 10.5" + 0.25" bleed

INSIDE BACK COVER
- FULL COLOUR -
—
8" x 10.5" + 0.25" bleed

0.25" bleed. Save with crop marks!

Page, trimmed to format