

A large teal graphic element on the left side of the page, consisting of a thick, rounded line that curves from the top left towards the bottom right, creating a large, irregular shape. The background is white.

SENIORS' ACTIVITY CENTRE
SCENE MAGAZINE

2026 ADVERTISING
FACT SHEET



THE SCENE ADVERTISING OVERVIEW AND TIMELINES

Published **quarterly**, and highly anticipated by 55y+ residents and non-residents alike, West Vancouver's Scene magazine contains information about upcoming events, activities, fundraisers, trips, socials, workshops, outdoor activities, community initiatives, and much more..

The Scene is available for pick-up at the SAC (3,500 copies), distributed electronically to approximately 4,700 e-news subscribers, and posted online at westvancouver.ca/seniors.

Your advertisement will appear in both the electronic PDF and hard copy versions of the The Scene. We look forward to seeing you on the pages of the The Scene!

2026 AD SUBMISSION DEADLINES

ISSUE	AD SUBMISSION DEADLINE
Spring 2026	December 15
Summer 2026	March 15
Fall 2026	May 15
Winter 2027	September 15



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



GENERAL INFORMATION GUIDELINES, ARTWORK SPECIFICATIONS AND INVOICING

CONTENT GUIDELINES

All advertising submitted for inclusion by the District of West Vancouver 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, Culture, 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 does not constitute endorsement of the content by the District of West Vancouver.

ARTWORK | PRINT ADS

All print ads must be received in PDF format. *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

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 per hour, minimum one hour, for this work.*

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. 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 at leisureguide@westvancouver.ca.

INSIDE PAGES

INSIDE PAGES

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

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

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

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

0 SENIORS' SCENE | MONTH - MONTH 2026

VISIT US ONLINE WESTVANCOUVER.CA/SENIORS 0

COVER


COVER


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

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

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

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

 0.25" bleed. Save with crop marks!

 Page, trimmed to format

0 SENIORS' SCENE | MONTH - MONTH 2026

THE SCENE ADVERTISING AGREEMENT AND CONFIRMATION FORM

Organization: _____ **Contact Name:** _____
Street Address: _____
City: _____ **Province:** _____ **Postal Code:** _____
Phone 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 brochure 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 your selection with an 'X'

- SPRING 2026
- SUMMER 2026
- FALL 2026
- WINTER 2027

26 SUBMISSION DEADLINE

- December 15
- March 15
- May 15
- September 15

26 PAYMENT DEADLINE

- January 25
- April 25
- June 25
- October 25

MARK SELECTION WITH 'X'	SIZE	FORMAT	SPECIFICATIONS	COLOUR	2026 RATE
INSIDE FRONT/BACK COVER					
	1/2	Horizontal	7.25" x 4.5"	CMYK Full Colour	\$1,006
	1/1	Vertical	8" x 10.5" + 0.25" bleed	CMYK Full Colour	\$1,671
INSIDE PAGES (GREYSCALE)					
	1/4	Horizontal	7.125" x 2.125"	Greyscale	\$292
	1/2	Horizontal	7.125" x 4.55"	Greyscale	\$460
	1/1	Vertical	7.125 " x 9.55"	Greyscale	\$713
INSIDE PAGES (FULL COLOUR)					
	1/3	Horizontal	7.125" x 2.85"	CMYK Full Colour	\$460
	1/2	Horizontal	7.125" x 4.55"	CMYK Full Colour	\$627
	1/1	Vertical	7.125 " x 9.55"	CMYK Full Colour	\$882
OUTSIDE BACK COVER					
	1/1	Vertical	8" x 10.5" + 0.25" bleed	CMYK Full Colour	\$2,092

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.