

A large, stylized orange graphic element on the left side of the page, consisting of a thick, curved line that forms a shape resembling a stylized 'L' or a corner of a rink board. The line is a vibrant orange color and has a slight shadow or gradient effect.

ICE ARENA
RINK BOARD

2026/27 ADVERTISING
FACT SHEET



RINK BOARD ADVERTISING OVERVIEW AND TIMELINES

ADVERTISE AT THE WEST VANCOUVER ICE ARENA

Capture the attention of ice sport spectators at the West Vancouver Ice Arena! Rink board advertising offers an excellent opportunity for local businesses, individuals, and community organizations to reach their target demographic seven days per week, 10 months out of the year.

The West Vancouver Ice Arena hosts a variety of skating and hockey programs and is home to a number of community user groups, ensuring that advertisers will benefit from a captive audience all season long!

Rink board advertisements are available for purchase for one season at a time. Limited spots are available and can be booked on a first-come, first served basis.

For rink board ad costs and specifications please see page 16 of this fact sheet and refer to the booking timeline below.

TIMELINES | 2025/26 SEASON

*The season runs approximately from
September 1 to June 15*

**For 2025 bookings, please contact the
Marketing Coordinator.**

TIMELINES | 2026/27 SEASON

*The season runs approximately from
September 1 to June 15*

Advertisement booking deadline:
Friday, May 29, 2026 at 4:30 p.m.

Artwork submission deadline:
Friday, June 26, 2026 at 4:30 p.m.

Advertisement payment deadline:
Friday, June 26, 2026 at 4:30 p.m.

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

GENERAL INFORMATION

GUIDELINES, ARTWORK SPECIFICATIONS & 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 rink board ads must be received in PDF format. If you are not familiar with the format, please contact the Marketing Coordinator. Please see rink board ad specifications on pages in this fact sheet.

PRINT-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 hour. 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, PNG, TIFF, or EPS format, at 300 dpi.
- Email all files to leisureguide@westvancouver.ca.

PAYMENT AND INVOICING

Advertisers will be invoiced within two weeks of booking their ad. Payment must be received by the District of West Vancouver's finance department by the date indicated on page 2 of this fact sheet.

CANCELLATIONS

Advertisers will be charged 50% of the cost of the ad if they cancel after the agreement has been signed and the full cost of the ad if they cancel after the rink board ad has gone to print.

BOOKING + PLACEMENT OF ADS

Ads will be booked starting on March 1 on a first-come, first served basis

There will be no right of first refusal upon the completion of the advertising term. During the 2025/26 season ad placement location cannot be guaranteed.

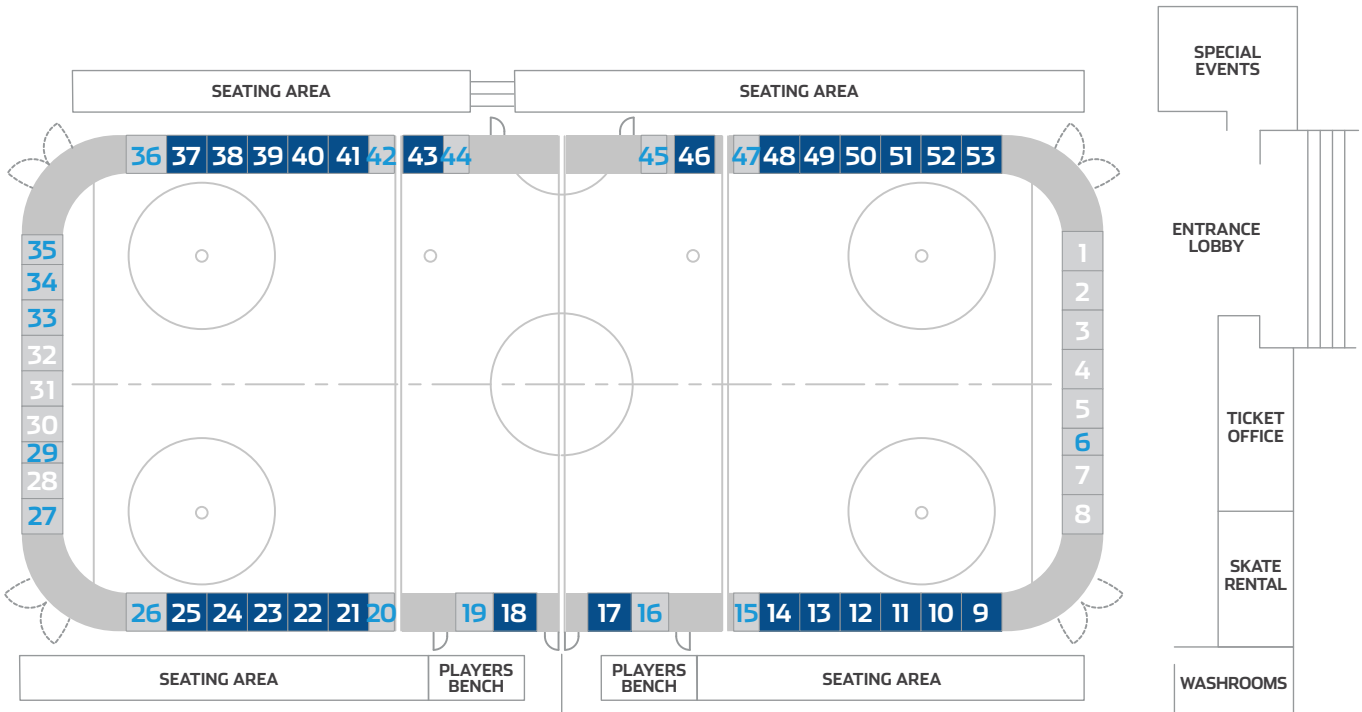
ERRORS IN AD

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 rink board advertising, or to book an ad, please contact the **Marketing Coordinator** at leisureguide@westvancouver.ca

RINK BOARD ADVERTISING SITE MAP



Between 97 - 98 inches wide (FULL)
 Unavailable / Between 91 - 94 inches wide (VARIED)



RINK BOARD ADVERTISING BOARD SELECTION

INDICATE YOUR PREFERRED RINK BOARD(S) WITH AN [X].

Please select up to ten boards in case your first choices are not available.

BOARD #	WIDTH INCHES ALL 32" HIGH	INDICATE CHOICE WITH AN X (IN ORDER OF PREFERENCE UP TO 10)									
		1	2	3	4	5	6	7	8	9	10
1	97										
2	97										
3	97.5										
4	97.75										
5	97.75										
6	55										
7	97										
8	97										
9	97.25										
10	97.25										
11	97.5										
12	97.5										
13	97.5										
14	97.5										
15	59										
16	70										
17	97.5										
18	97.5										
19	70.5										
20	59										
21	97.5										
22	97.5										
23	97.5										
24	98										
25	97										
26	94										
27	94										

BOARD #	WIDTH INCHES ALL 32" HIGH	INDICATE CHOICE WITH AN X (IN ORDER OF PREFERENCE UP TO 10)									
		1	2	3	4	5	6	7	8	9	10
28	97										
29	54										
30	97.5										
31	97										
32	97										
33	97										
34	91.5										
35	72										
36	94										
37	97										
38	97.5										
39	97.5										
40	97.5										
41	97.5										
42	59										
43	97.5										
44	55.5										
45	55										
46	97.5										
47	59										
48	97										
49	97.5										
50	97.5										
51	97.5										
52	97										
53	97										

- Between 97-98 inches wide (FULL)
- Unavailable / Between 91-94 inches wide (VARIED)

RINK BOARD ADVERTISING

AGREEMENT AND CONFIRMATION FORM

All rink board advertisements must be designed to fit the size specifications outlined below. The cost of the ad includes print, installation, and one (1) damage replacement during the season. Any additional replacements will be subject to a \$200 + tax reprint and installation fee.

Organization:	Contact Name:
Street Address:	
City:	Province: Postal Code:
Phone Number:	
Email:	

AD SIZE	TOTAL NUMBER OF ADS/BOARDS	2026 AD RATE	ADVERTISING TERM
Varies depending on placement		\$1,950 + tax <i>*Price Includes one (1) damage replacement during the season.</i>	Season runs from September 1 to June 15* (Approximate) <i>*Ads will be installed in August. Ads will be booked every season starting on March 1 on a first-come, first served basis. No right of first refusal. Exact rink board ad placements will be confirmed in May.</i>

Advertisers will be invoiced within two (2) weeks of booking their ad. Payment must be received by the District of West Vancouver's finance by the deadline stated on page 2 of this fact sheet. By signing this agreement, I confirm that I wish to purchase a rink board ad at the West Vancouver Ice Arena for one season (approximately September 1 to June 15). No right of first refusal. Should I wish to cancel this agreement once signed, I understand that: I will be charged 50% of the cost of the ad. I will be charged the full cost of the ad if I cancel after the ad has gone to print. I agree to pay all charges within the deadline stated above. I also warrant and represent that the advertiser has ownership of all materials subject to copyright.

Advertiser Signature: Date of Agreement:

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 Rink Board 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.

A FEW TIPS TO CONSIDER WHEN DESIGNING YOUR RINK BOARD ADS:

- 1. Include your logo.** Prominently display it in your ad.
- 2. Pick a single message based on your objective.** Is it to build your brand, sell a product, or highlight something your company is doing? Pick one.
- 3. High resolution graphics.** Make sure that your graphics and text are high resolution—your ad is a reflection of your brand and first impressions matter!