



# FACILITY FORUM

## ADVERTISING RATES & MECHANICAL REQUIREMENTS

**NOTE: Rates are for ALL 4 Issues, not per issue**

### FULL PAGE

#### PREMIUM LOCATION (Four Colour Process)

INSIDE FRONT COVER.....	3393
INSIDE BACK COVER.....	3393
OUTSIDE BACK COVER.....	3589
CENTRE PAGES (4).....	3193

#### STANDARD LOCATION (Black & White)

FULL PAGE.....	1751
1/2 PAGE.....	1096
BANNER (1/4 PAGE).....	875
BUSINESS CARDS.....	767

### COLOUR

#### In addition to STANDARD LOCATION (B&W) Rates

MATCHED COLOUR (EACH PMS).....	500
FOUR COLOUR PROCESS.....	1200

### EXTRAS

INSERTS - ADVERTISER PER ISSUE (2000 COPIES).....	181
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INSERTS - NON-ADVERTISER PER ISSUE (2000).....	365
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### OTHER SERVICES

DESKTOP PUBLISHING.....	CALL FOR QUOTE
COLOUR COPIES.....	AS LOW AS 0.20 per copy

**PRICES QUOTED ARE A TOTAL FOR ALL 4 ISSUES OF FACILITY FORUM**

### MECHANICAL REQUIREMENTS

FULL PAGE, FULL BLEED....	8 1/2 X 11 + 1/8 BLEED ON ALL SIDES
FULL PAGE, NO BLEED.....	7 5/8 X 10 1/4
1/2 PAGE (HORIZONTAL ONLY).....	7 5/8 X 5
BANNER 1/4 PAGE (HORIZONTAL ONLY).....	7 5/8 X 1 1/2
BUSINESS CARD.....	4 7/8 X 2 1/2

FACILITY FORUM is printed quarterly with a circulation of 2000 copies with one issue including the Members and Products/Services Directory.

A "Product Update" page is available to all advertisers on a first come basis to highlight your new product or service - FREE OF CHARGE (if space is available)!

Advertisers get more exposure by submitting feature and secondary articles for publication - FREE OF CHARGE!

Facility Forum is received by front line municipal supervisors, recreation directors, facility managers, other provincial and national recreation organizations, educational institutions, libraries, government representatives, public utility commissions, municipal chief building officials, conservation authorities, museum boards and agencies in Canada, the United States and Europe!

All advertisers are listed in a colour highlighted index for quick and easy reference!

Advertising rates charged by ORFA Inc. are lower than commercial rates charged by other publications!

#### ADVERTISING AGREEMENT NOTES

1. Your advertisement will be published four times. **(NOTE - ADVERTISING PRICES QUOTED ARE TOTAL FOR ALL FOUR ISSUES, NOT PER ISSUE)**
  2. A minimum 50% deposit is required upon receipt of the signed Agreement to Advertise to guarantee printing in Facility Forum.
  3. The inside front, inside back and back cover are considered to be premium advertising locations and therefore must be four colour ads. All advertising locations will be assigned on a first come, first served basis, allowing previous advertisers the first right of refusal until the advertising confirmation deadline (Contact the ORFA). Should the location not be confirmed at this point, the space will be open for any advertiser who may have a written request to be placed on a waiting list for a particular location.
  5. Advertisers are permitted to circulate double sided 8 1/2" X 11" inserts supplied by the advertiser two weeks prior to each publication date. SEE RATES & contact the ORFA for specific issue deadlines.
- Note: All prices include postage and handling fees. Canadian companies please add 5% GST to quoted prices.
6. A proof of your advertisement will be returned to you for your final approval (should copy submitted NOT be camera ready) prior to publication.
  7. Complete and send Agreement to Advertise form on last page



# AGREEMENT TO ADVERTISE

LET US HELP YOU MEET YOUR ADVERTISING NEEDS!

This AGREEMENT TO ADVERTISE will serve as a contract between the Ontario Recreation Facilities Association Inc. and:

COMPANY NAME

ADDRESS

TOWN/CITY

PROV/STATE

POSTAL/ZIP CODE

AREA CODE

TELEPHONE

FAX

E-MAIL

OFFICIAL REPRESENTATIVE

SIGNATURE OF REPRESENTATIVE

DATE

who agrees to purchase the following advertisement(s) in ORFA's Facility Forum as follows (please check ):

## FACILITY FORUM ADVERTISING

### FULL PAGE PREMIUM LOCATION

- Inside Front Cover \$3393 .....
- Inside Back Cover \$3393 .....
- Outside Backcover \$3589 .....
- Centre Pages \$3193 .....

### STANDARD LOCATION (BLACK & WHITE)

- Full Page \$1751 .....
- 1/2 Page \$1096 .....
- Banner (1/4 Page) \$875 .....
- Business Card \$767 .....

### COLOUR-IN ADDITION TO BLACK & WHITE RATES)

- Matched Colour \$500 for each PMS .....
- 4 Colour Process \$1200 .....

### INSERTS (ADVERTISER RATE/NON-ADVERTISER RATE)

- Per Issue \$181/\$365 .....
- Canadian Residents add 5% gst to rates above (#R126146380)

## MATERIALS REQUIRED

ALL Ads must be supplied on disk using the following specifications:

- Digital files supplied in Macintosh/PC format in PDF, QuarkXPress, InDesign, Illustrator or Photoshop. All fonts MUST be supplied as well as any scans or graphics that are included in the ad
- Please zip/stuff all files if you are going to send by email

## PLEASE COMPLETE THIS FORM

### MAIL/FAX AND FORWARD MATERIALS TO ORFA TO ENSURE AD PLACEMENT

ATTN: Hubie Basilio  
 Ontario Recreation Facilities Association Inc.  
 1 Concorde Gate, Suite 102, Toronto, Ontario, Canada, M3C 3N6  
 T.416.426.7106 F.416.426.7385 hbasilio@orfa.com

**FOR MORE INFO, PLEASE CALL THE ORFA AT 416.426.7062**

## PREVIOUS ADVERTISERS

Do YOU WISH THE ORFA TO USE YOUR PREVIOUS AD? Y N

COMMENTS:

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## METHOD OF PAYMENT:

P.O Number \_\_\_\_\_

Cheque (payable to ORFA)

Visa   MasterCard   Amex 

Card # \_\_\_\_\_

Expiry \_\_\_\_\_

Cardholder's Name (print) \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

## FOR OFFICE USE ONLY:

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