



NORTH SHORE WINTER CLUB

ADVERTISING OPPORTUNITIES

The North Shore Winter Club (NSWC) is a full-service, family athletic club serving the Greater Vancouver area. Since 1958, the Club has been home to a rich history of athletics, including hockey, tennis, aquatics, and fitness. The NSWC provides numerous sporting, dining, entertainment, socialization, and business experiences to the community, providing a captive audience on the North Shore.

ARENA ADVERTISING

The four ice surfaces at the NSWC provide valuable advertising potential. The Club hosts one large rink, two small rinks, and a goalie training rink. With hundreds of hockey players and spectators at the Club each day, a varied audience of both members and non-members means guaranteed brand exposure.

Type	Approximate Size	Price/Board
Rinkboards	3' high x 8' long	\$1,500 for 1, \$2,000 for 2, \$2,500 for 3
Side Wall Billboards	4' high x 16' long	\$1,500
Score Clock Wall Billboards	4' high x 16' long	\$2,000

- **Silver Package** (\$2,800) – 3 Rinkboards (\$2,500 value) and four Program Guide advertisements (\$600 value minimum). *\$300 worth of savings!*
- **Gold Package** (\$4,000) – 3 Rinkboards (\$2,500 value), 1 Billboard (\$1,500 or \$2,000 value), plus four Program Guide advertisements (\$600 value minimum). *\$600 worth of savings!*

Term: 12 months (May 1, 2020 – April 30, 2021). Any submissions made after May 1, 2020 will be pro-rated for the remainder of the year until April 30, 2021.

PROGRAM GUIDE ADVERTISING

The NSWC Program Guide is published four times a year, in the Spring (February), Summer (May), Fall (July), and Winter (November). 500 hard copies are distributed and offer a long shelf life of about three months. Program Guides are also posted on the website, pushed across social media channels, and sent via newsletter. Advertisements are read by both members and non-members in the community.

Type	Approximate Size	Price/Issue
Premium Page*	8.5" wide x 11" tall	\$1000
Full Page	8.5" wide x 11" tall	\$750
Half Page	8.5" wide x 5" high	\$500
Quarter Page	4" wide x 5" high	\$250
Business Card	2" wide x 3.5" tall	\$150

*Premium Page: Full page advertisement on the inside front, inside back, or back cover of the Program Guide.

SPECIFICATIONS

- All Rinkboards must follow the determined specifications:
 - Design should be bold, bright, and basic, and all artwork, images, and corporate logos should be as large as possible without the use of text and taglines.
 - Floating white design. Dark colours, including but not limited to black, may not exceed more than 30% of the total square footage, nor may it dominate, the sign.
 - Utilize as much space as possible and use bold lettering no less than 8 inches tall.
- All Program Guide advertisements must be in full colour with high graphic quality; in PDF, TIFF, or EPS format; with a minimum 300 DPI at 100%; and press-ready.

TERMS AND CONDITIONS

- The NSWC requires approval of all advertisements prior to production to ensure rules and regulations are met. Advertisements must not be in direct competition with the programs and services offered at the Club. The NSWC reserves the right to decline advertising.
- Advertisements may not be resold to another advertiser.
- Artwork and production are the responsibility of the Advertiser at their own expense. All installation costs are included in the price.
- All advertising is booked and positioned on a first come first serve, first serve basis.
- While every effort is made to ensure requests are accommodated, we cannot guarantee placement in the Program Guide. Final decision on placement will be made by the editor.
- All funds generated from advertising efforts go towards designated capital projects and improvements to benefit the Club.
- All fees are subject to 5% GST.
- Payment terms are due upon receipt, payable by cheque, cash, or bank transfer.

CONTACT

To purchase advertising or for more information, please contact: sales@nswc.ca