



Town of Oakville Digital Sign Advertising CORE RATES

Our facilities play a valuable role in connecting communities. Digital Sign Advertising is a popular and unique way to reach thousands of people per year. We welcome more than 3 million visitors to our centres annually for lessons, camps, leagues, tournaments, events, and more!

The Recreation and Culture department has 23 digital sign boards (42" televisions) in 10 facilities. Screens contain facility specific information, time and date information, a television component as well as messaging about town programs.

- Ads will be placed in both advertising portions (left and bottom right) of the digital screen.
- Advertisements have an 20 second on screen presence, a minimum of 28 times per day on 21 screens totaling at least 588 impressions per day.

Location

Glen Abbey Community Centre
Iroquois Ridge Community Centre
Joshua's Creek Arenas
River Oaks Community Centre
Sixteen Mile Sports Complex
Sir John Colborne Seniors Centre
Trafalgar Park Community Centre
Queen Elizabeth Park
Oakville Trafalgar Community Centre
Recreation and Culture, Town Hall

Number of signs

3
1
2
3
5
1
1
4
2
1

Discounts offered for advertising contracts over \$5,000 annually.

Contact Length

Advertising Fee

One-month

\$93.36

Terms and Conditions

- Artwork/creative must be supplied by the client and approved by the town.
- The client is responsible for providing suitable electronic artwork.
- Ads are 1280 w by 960 h pixels. Files are to be saved as .jpg for still advertisements or a .wmv file for video advertisements. There is no sound. Each advertising space is 20 seconds long.
- Creative may be changed on a monthly basis, if provided by the first of the month.
- A 25% discount is offered on all advertising contracts valued over \$5,000 per year.
- All prices are subject to HST.

For more information:

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Visit oakville.ca for other advertising opportunities.