

**Department:** Recreation and Culture  
**Key Business:** Recreation Services  
**Service Area:** Promotion & Marketing - Various

| Service Provided | Unit of Measure | HST Y/N | 2021 Base Fee | 2022 Base Fee | 2023 Proposed Base Fee | HST \$ | 2023 Fee (tax included) | Effective Date MMM-YY | Last Increase | 2023 over 2022 \$ Change | 2023 over 2022 % Change |
|------------------|-----------------|---------|---------------|---------------|------------------------|--------|-------------------------|-----------------------|---------------|--------------------------|-------------------------|
|------------------|-----------------|---------|---------------|---------------|------------------------|--------|-------------------------|-----------------------|---------------|--------------------------|-------------------------|

**Service Area: Promotion & Marketing - Arena Board Advertising - CORE Groups**

|          |           |   |          |          |                 |                 |                   |        |      |         |      |
|----------|-----------|---|----------|----------|-----------------|-----------------|-------------------|--------|------|---------|------|
| "A" Rink | each year | Y | \$874.62 | \$892.11 | <b>\$933.15</b> | <b>\$121.31</b> | <b>\$1,054.46</b> | Mar-23 | 2022 | \$41.04 | 4.6% |
| "B" Rink | each year | Y | \$650.88 | \$663.90 | <b>\$694.44</b> | <b>\$90.28</b>  | <b>\$784.71</b>   | Mar-23 | 2022 | \$30.54 | 4.6% |

**Service Area: Promotion & Marketing - Arena Board Advertising**

|              |           |   |            |            |                   |                 |                   |        |      |         |      |
|--------------|-----------|---|------------|------------|-------------------|-----------------|-------------------|--------|------|---------|------|
| Rink #1 SMSC | each year | Y | \$1,781.78 | \$1,817.42 | <b>\$1,901.02</b> | <b>\$247.13</b> | <b>\$2,148.15</b> | Mar-23 | 2022 | \$83.60 | 4.6% |
| "A" Rink     | each year | Y | \$1,484.82 | \$1,514.52 | <b>\$1,584.18</b> | <b>\$205.94</b> | <b>\$1,790.13</b> | Mar-23 | 2022 | \$69.67 | 4.6% |
| "B" Rink     | each year | Y | \$1,039.37 | \$1,060.16 | <b>\$1,108.93</b> | <b>\$144.16</b> | <b>\$1,253.09</b> | Mar-23 | 2022 | \$48.77 | 4.6% |

**Service Area: Promotion & Marketing - Arena Wall Sign Advertising**

|                |           |   |            |            |                   |                 |                   |        |      |         |      |
|----------------|-----------|---|------------|------------|-------------------|-----------------|-------------------|--------|------|---------|------|
| Joshua's Creek | each year | Y | \$1,667.88 | \$1,701.24 | <b>\$1,779.49</b> | <b>\$231.33</b> | <b>\$2,010.83</b> | Mar-23 | 2022 | \$78.26 | 4.6% |
|----------------|-----------|---|------------|------------|-------------------|-----------------|-------------------|--------|------|---------|------|

**Service Area: Promotion & Marketing - Arena Wall Sign Advertising - CORE Groups**

|                |           |   |            |            |                   |                 |                   |        |      |         |      |
|----------------|-----------|---|------------|------------|-------------------|-----------------|-------------------|--------|------|---------|------|
| Joshua's Creek | each year | Y | \$1,088.19 | \$1,109.95 | <b>\$1,161.01</b> | <b>\$150.93</b> | <b>\$1,311.94</b> | Mar-23 | 2022 | \$51.06 | 4.6% |
|----------------|-----------|---|------------|------------|-------------------|-----------------|-------------------|--------|------|---------|------|

**Service Area: Promotion & Marketing - Brochure Advertising**

|                    |      |   |          |          |                 |                 |                   |        |      |         |      |
|--------------------|------|---|----------|----------|-----------------|-----------------|-------------------|--------|------|---------|------|
| CORE Business Card | each | Y | \$189.00 | \$192.78 | <b>\$201.65</b> | <b>\$26.21</b>  | <b>\$227.86</b>   | Mar-23 | 2022 | \$8.87  | 4.6% |
| CORE Quarter Page  | each | Y | \$307.00 | \$313.14 | <b>\$327.54</b> | <b>\$42.58</b>  | <b>\$370.13</b>   | Mar-23 | 2022 | \$14.40 | 4.6% |
| CORE Half Page     | each | Y | \$497.00 | \$506.94 | <b>\$530.26</b> | <b>\$68.93</b>  | <b>\$599.19</b>   | Mar-23 | 2022 | \$23.32 | 4.6% |
| CORE Full Page     | each | Y | \$852.00 | \$869.04 | <b>\$909.02</b> | <b>\$118.17</b> | <b>\$1,027.19</b> | Mar-23 | 2022 | \$39.98 | 4.6% |

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| Service Provided       | Unit of Measure | HST Y/N | 2021 Base Fee | 2022 Base Fee | 2023 Proposed Base Fee | HST \$   | 2023 Fee (tax included) | Effective Date MMM-YY | Last Increase | 2023 over 2022 \$ Change | 2023 over 2022 % Change |
|------------------------|-----------------|---------|---------------|---------------|------------------------|----------|-------------------------|-----------------------|---------------|--------------------------|-------------------------|
| Corporate Quarter Page | each            | Y       | \$521.00      | \$531.42      | \$555.87               | \$72.26  | \$628.13                | Mar-23                | 2022          | \$24.45                  | 4.6%                    |
| Corporate Half Page    | each            | Y       | \$948.00      | \$966.96      | \$1,011.44             | \$131.49 | \$1,142.93              | Mar-23                | 2022          | \$44.48                  | 4.6%                    |
| Corporate Full Page    | each            | Y       | \$1,800.00    | \$1,836.00    | \$1,920.46             | \$249.66 | \$2,170.12              | Mar-23                | 2022          | \$84.46                  | 4.6%                    |
| Inside Back Cover      | each            | Y       | \$3,080.00    | \$3,141.60    | \$3,286.11             | \$427.19 | \$3,713.31              | Mar-23                | 2022          | \$144.51                 | 4.6%                    |
| Inside Front Cover     | each            | Y       | \$3,080.00    | \$3,141.60    | \$3,286.11             | \$427.19 | \$3,713.31              | Mar-23                | 2022          | \$144.51                 | 4.6%                    |
| Back Cover             | each            | Y       | \$4,265.00    | \$4,350.30    | \$4,550.41             | \$591.55 | \$5,141.97              | Mar-23                | 2022          | \$200.11                 | 4.6%                    |

\* Note: Monies collected in October for the Spring / Summer edition are deferred revenue.

**Service Area: Promotion & Marketing - Digital Advertising - CORE Groups**

|                  |      |   |         |         |         |         |          |        |      |        |      |
|------------------|------|---|---------|---------|---------|---------|----------|--------|------|--------|------|
| 1 Month Contract | Each | Y | \$91.53 | \$93.36 | \$97.66 | \$12.70 | \$110.35 | Mar-23 | 2022 | \$4.29 | 4.6% |
|------------------|------|---|---------|---------|---------|---------|----------|--------|------|--------|------|

**Service Area: Promotion & Marketing - Digital Advertising**

|                   |      |   |            |            |            |          |            |        |      |         |      |
|-------------------|------|---|------------|------------|------------|----------|------------|--------|------|---------|------|
| 1 Month Contract  | Each | Y | \$177.98   | \$181.53   | \$189.89   | \$24.69  | \$214.57   | Mar-23 | 2022 | \$8.35  | 4.6% |
| One Year Contract | Each | Y | \$1,639.40 | \$1,672.19 | \$1,749.11 | \$227.38 | \$1,976.50 | Mar-23 | 2022 | \$76.92 | 4.6% |

Arena and digital advertising - 2nd year renewal 15% discount, 3rd year renewal 30% discount

Arena board advertising - "A" Rink is base price. "B" Rink is 30% discount. Sixteen Mile Rink1 is 20% premium.

Arena board advertising - "A" Rink (Glen Abbey, Joshua's Creek, Sixteen Mile 2,3,4, River Oaks, Trafalgar Park.) "B" Rink (Maplegrove, Kinoak)