



## Attention Advertisers: Reach out and connect.

Your opportunity to advertise in the Fall and Winter 2012/2013 Active Mississauga Guide is finally here! Place an advertisement and connect with Mississauga's most active recreation participants.

The Fall and Winter 2012/2013 Active Mississauga Guide will commence production shortly, and advertising space is now being sold. As Mississauga's premier publication, the Active Mississauga Guide is a high-performing resource that connects to any resident who intends to review and purchase recreational programming in Mississauga.

And, as a continual resource tool for all Mississauga families, approximately **80,000** copies of the bi-annual Recreation and Parks guide are printed and distributed at all community centres, arenas, pools and libraries. Residents can also access an online version of the guide by visiting Connect2Rec, at [www.mississauga.ca/connect2rec](http://www.mississauga.ca/connect2rec). Thank you for your support of the Active Mississauga Guide.

For ad reservations contact:  
Edyta Brzeziak, Marketing Coordinator  
Tel: 905-615-3200, ext. 3719  
Fax: 905-615-3078  
E-mail: [activeads@mississauga.ca](mailto:activeads@mississauga.ca)



# The City of Mississauga is pleased to offer you an opportunity to advertise in Active Mississauga. Here are some great reasons to advertise with us:

## WHY ADVERTISE IN THE ACTIVE MISSISSAUGA GUIDE?

- **80,000 copies** of the Active Mississauga Guide are printed and distributed at all community centres, arenas, pools and libraries.
- It serves as a **one-stop guide** for residents interested in Recreation and Parks' programs, new schedules, registration information and city services.
- Advertisers enjoy the added value of **longer audience retention**. City surveys indicate that the average audience retention for the publication is six months.

## AN ONLINE VERSION OF THE GUIDE IS AVAILABLE

- This edition is also delivered in an **enhanced online digital publication format** available through the City's popular and award winning website.
- Advertisements will also be showcased in the online version that can be accessed through the **Connect2Rec webpage**, making the guide one of the most accessible resources for active residents.



# Space Reservation Contract:

**Whereas** the Advertiser is interested in purchasing advertising space in the City's Active Mississauga Guide;

**Now therefore**, by executing this Agreement, the Advertiser agrees to the following terms and conditions for the publication of an Ad in the City's Active Mississauga Guide:

## 1. DEFINITIONS

In this Agreement, unless the context or subject matter is inconsistent therewith, the following terms shall have the following meanings:

**"Agreement"** means this Space Reservation Contract, including any and all Schedules attached hereto;

**"Ad"** means an advertisement purchased by the Advertiser that is published/to be published in the Guide;

**"Advertiser"** means the entity listed as the Advertiser at the top of this Agreement;

**"City"** means The Corporation of the City of Mississauga;

**"Guide"** means the guide named "Active Mississauga" or such other name as the City may use from time to time, which is published by the City to promote and provide information on the sports and other recreational programs offered at the City;

**"Intellectual property rights"** includes any proprietary right provided under patent, copyright, or trademark law, and any other statutory provision or common law principle protecting the trademark and other intellectual property rights with respect to all names, trade names, trademarks, logos and emblems of any party.

## 2. THE AD

A. The City shall publish the Ad(s) in the Fall and Winter 2012/2013 issue of the Guide subject to the Advertiser making full payment to the City.

B. The Advertiser shall provide any artwork to be used in the Ad at its own cost to the City for approval for each of the Ad(s) by Thursday, May 24, 2012. The artwork provided by the Advertiser shall be in a form that is ready for print without further adjustments, and the artwork shall be submitted to the City in a TIFF or JPG file format, at 300 dpi resolution. All layered artwork should be flattened and all fonts should be converted to outlines. Failure to provide the City with the artwork in the form as specified for approval by the said date may result in the Ad not being published in the Guide.

C. All Ads provided will be reviewed by the City for its approval. If the City requests any change to the artwork and/or contents of the Ad, the Advertiser shall make such changes within the time period as requested by the City. No Ad will be published without the City's approval, which approval shall not be unreasonably withheld.

D. The Advertiser acknowledges that the City's approval under subsection (3) above does not in any way represent the City's endorsement as to whether there is any violation or infringement of any person's intellectual property rights. This subsection (4) shall survive the termination of this Agreement.

# Space Reservation Contract:

E. For any artwork or any other materials provided by the Advertiser to the City for use in the Ad, the Advertiser agrees to defend, at its expense, any action brought against the City to the extent that the action is based on a claim of infringement of any third-party's intellectual property rights and the Advertiser shall indemnify and hold the City harmless with respect to all resulting court costs, damages, settlements, and legal fees awarded against or incurred by the City. This subsection (5) shall survive the termination of this Agreement.

### **3. ADVERTISING FEE**

The Advertiser shall make full payment of the total advertising fees as provided in section 2 within thirty (30) days upon receipt of an invoice. Failure to make payment to the City within such time frame may result in the City removing the Ad from being published in the Guide, the City refusing to accept and publish any additional advertising for the Advertiser in future Guides or other media, and/or the City availing itself to any other remedies that the City may have in law or otherwise.

### **4. TERM AND TERMINATION**

- A. This Agreement shall be effective on the date that is executed by the Advertiser and shall terminate on the later of the date when all fees owing are paid in full and the first date when the Guide is distributed.
- B. If at any time prior to the Ad being sent for publishing any of the following instances occurs, the City may terminate this Agreement immediately and not publish the Ad:
- C. The Advertiser becomes bankrupt or insolvent or takes the benefit of any statute for bankrupt or insolvent debtors or makes any proposal, assignment or arrangement with its creditors; or
- D. The Advertiser or its directors and/or officers in their capacity as directors and/or officers breaches any federal, provincial or municipal laws, regulations, policies, or requirements; or
- E. An event occurs that brings into question the reputation of the Advertiser, such as being investigated and charged with criminal offences of fraud; or
- F. the Advertiser is involved in any judicial or arbitral proceedings against the City; or
- G. The Advertiser becomes related or controlled by another entity to which any of subsections (a) to (d) applies; or
- H. The City is advised of an intellectual property rights infringement claim against the artwork or any other materials provided by the Advertiser for use in the Ad.

# Space Reservation Contract:

## 5. GENERAL

A. Any notice or other communication to be provided under this Agreement to the Advertiser shall be provided to the contact person you identify in this Agreement. Any notice or other communication to be provided to the City shall be communicated to:

**The Corporation of the City of Mississauga**

Edyta Brzeziak, Marketing Coordinator

Communications Division

300 City Centre Drive, 8<sup>th</sup> Floor

Mississauga, ON L5B 3C1

activeads@mississauga.ca

Tel: 905-615-3200, ext. 3719

Fax: 905-615-3078

www.mississauga.com

B. This Agreement may not be assigned without the express consent of the City.

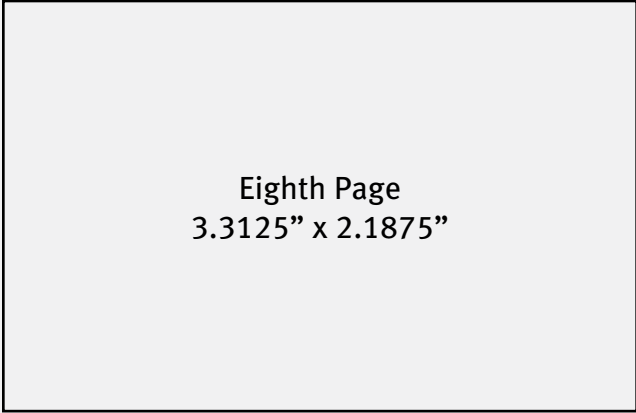
C. This Agreement shall ensure to the benefit of and be binding upon the parties and their respective successors and permitted assigns.

D. Neither party shall be or be deemed an agent or employee of the other party for any purpose and that their relationship to each other shall be that of independent contractors. Nothing in this Agreement shall constitute a partnership or a joint venture between the parties.

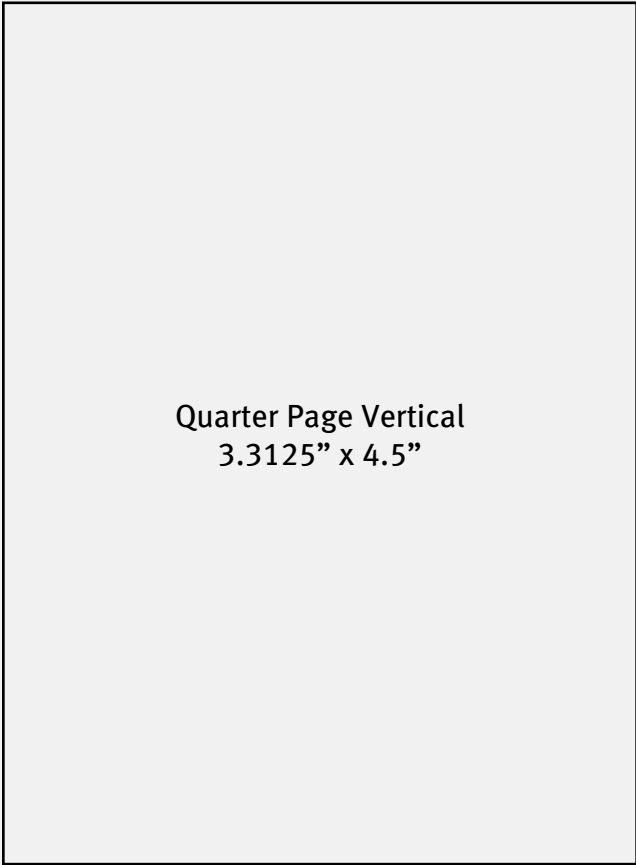
E. Except where expressly provided otherwise, all amounts in this Agreement are stated and shall be paid in Canadian currency.

F. This Agreement shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable in Ontario.

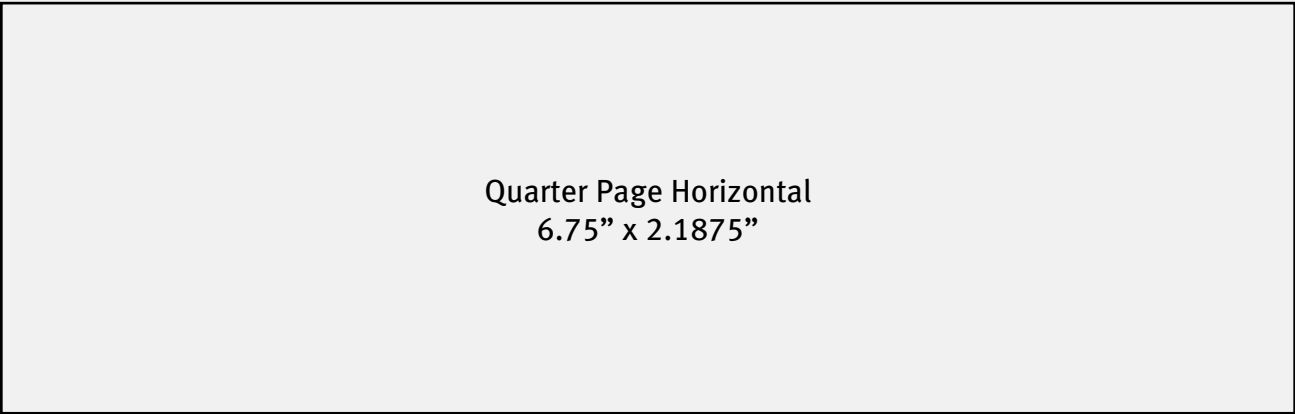
# *Actual Ad Sizes:*



Eighth Page  
3.3125" x 2.1875"

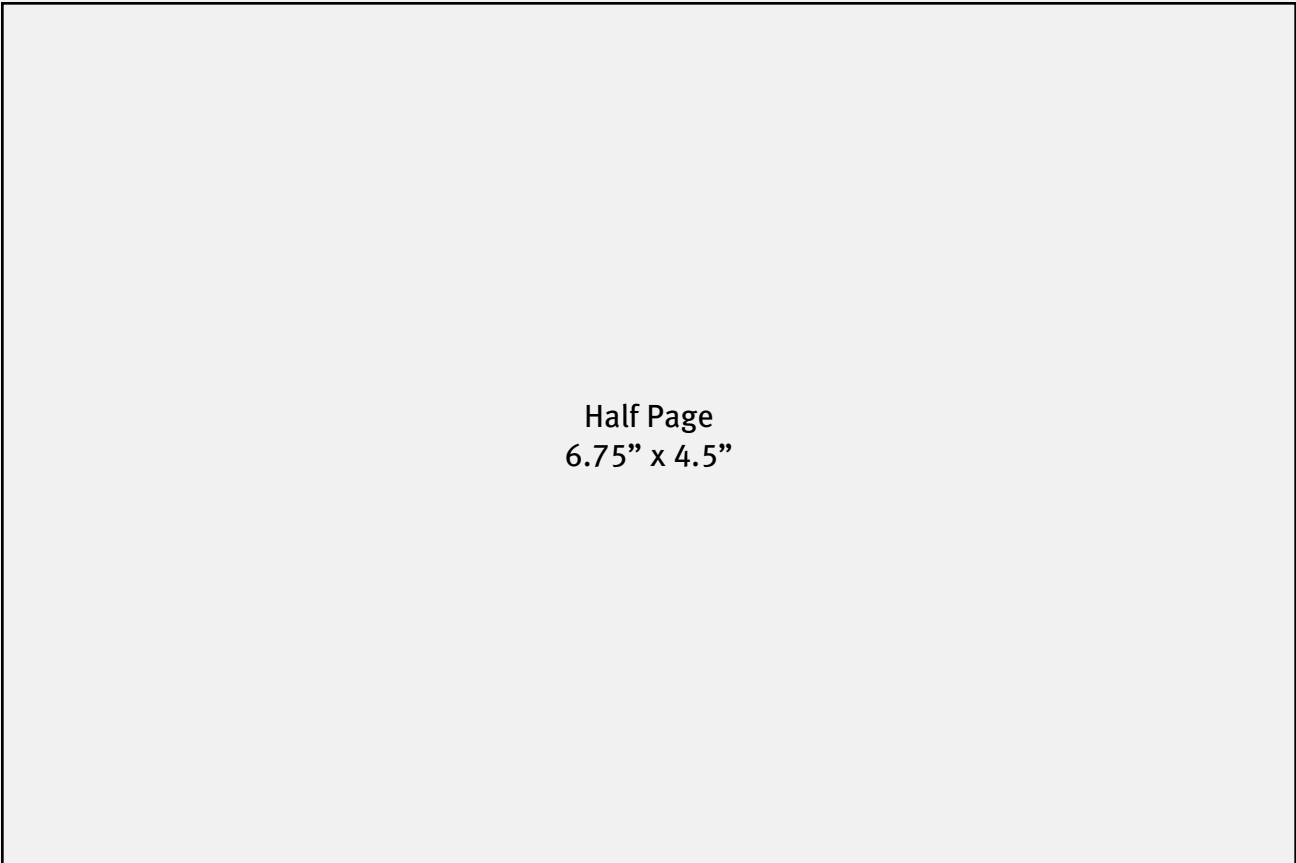


Quarter Page Vertical  
3.3125" x 4.5"



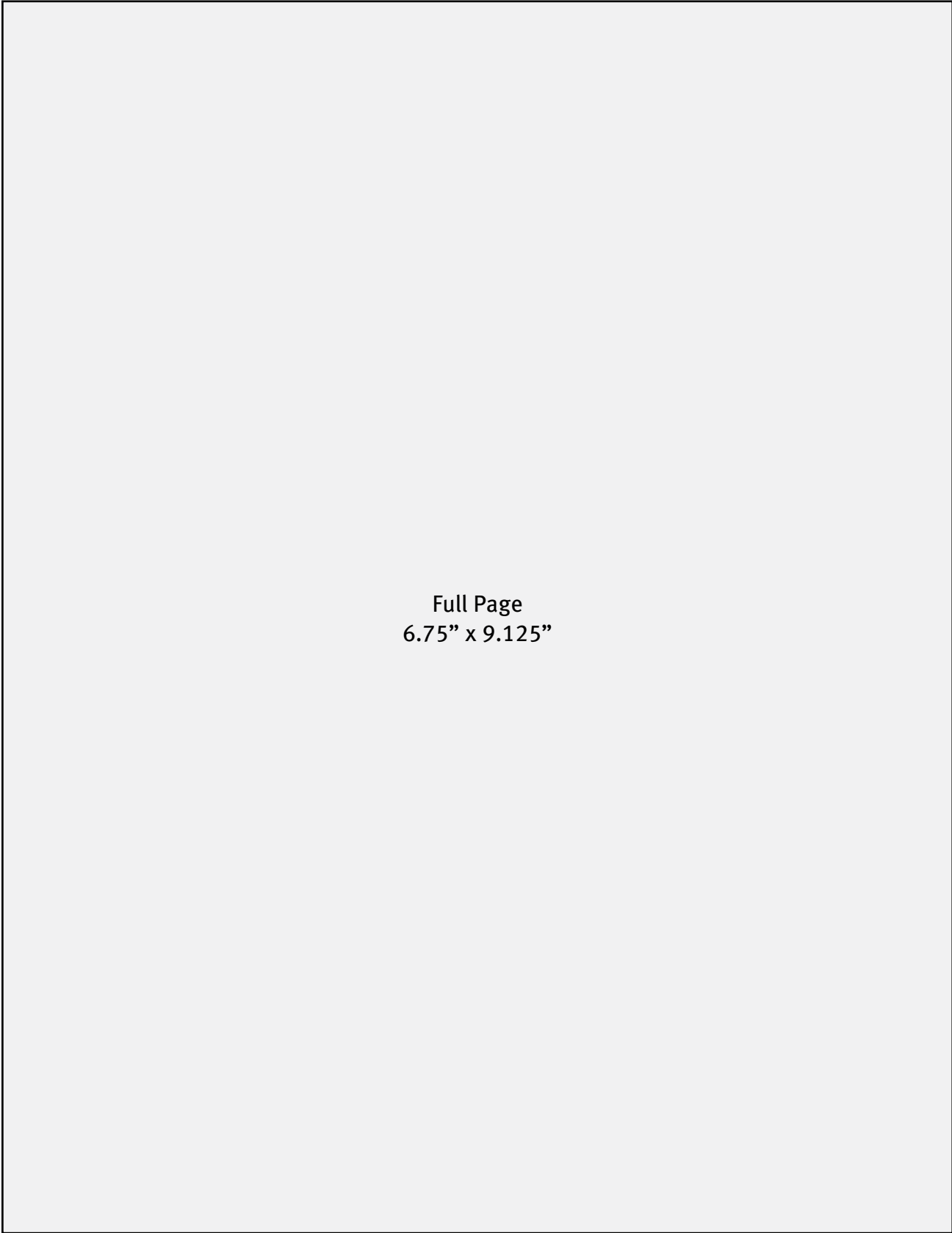
Quarter Page Horizontal  
6.75" x 2.1875"

# *Actual Ad Sizes:*



**Half Page  
6.75" x 4.5"**

*Actual Ad Sizes:*



Full Page  
6.75" x 9.125"

# Space Reservation Contract:

## Active Mississauga Recreation and Parks Guide Fall and Winter 2012/2013

Please fill out pages 9 & 10 of this form completely. Sign at the bottom of page 10.  
E-mail or fax to:

**The Corporation of the City of Mississauga**  
Edyta Brzeziak, Marketing Coordinator, Communications Division  
300 City Centre Drive, 8th Floor, Mississauga, ON L5B 3C1  
activeads@mississauga.ca  
Tel: 905-615-3200, ext. 3719  
Fax: 905-615-3078  
www.mississauga.com

**PLEASE CLEARLY PRINT IN EACH SECTION BELOW (FAX # AND E-MAIL ADDRESS IS CRITICAL):**

Name of Advertiser: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Title \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Apt/Unit: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax No: \_\_\_\_\_ Date: \_\_\_\_\_

Business Registration Number: \_\_\_\_\_

Non-Profit Registration Number: \_\_\_\_\_

**Deadline for return of Advertising Space Reservation Contract  
and Ad Artwork is Thursday May 24, 2012.**

**Distribution: Books are available for pick up beginning Saturday, July 28, 2012.  
Online Viewing: Tuesday, July 24, 2012.**

### NOTES:

1. Ad space will only be reserved when **previous account balances have been paid in full.**
2. **Final artwork signed off** by advertisers cannot be edited/changed in any way once approved by the City.
3. Unless otherwise indicated, all advertisements will be billed at the **commercial organization rate.**
4. **Proof of not-for-profit** status is required in the form of your organization's Business Registration Number.
5. Please be advised advertisements are placed in an **advertising section at the back of the guide.**

Your ad will be e-mailed to you toward the end of the production process so that you can approve and sign off. If we do not receive an approval by the deadline we provide, we will consider artwork submitted as final and ready for print.

# Space Reservation Contract:

**PLEASE CHECK OFF ONE OF THE FOLLOWING OPTIONS:**

- Please use the advertisement that appears on page(s) \_\_\_\_\_ of the \_\_\_\_\_ edition of the publication.
- I will supply an updated advertisement.

**AD SPECIFICATIONS:**

Art work must be submitted in one of the following formats:

- TIF or high resolution JPG (all printer/screen fonts and images must be embedded or outlined) and 300 dpi.
- Full cover page ads must be full bleed, 4 colour process (CMYK) 150 line screen, 2540 resolution with a final trim size 8 1/8" wide by 10 5/8" high. For bleeds please allow a 1/4" tolerance.

Artwork can be submitted by e-mail (activeads@mississauga.ca) or on a CD to The Corporation of the City of Mississauga, Edyta Brzeziak, Marketing Coordinator, Communications Division, 300 City Centre Drive, 8<sup>th</sup> Floor, Mississauga ON, L5B 3C1.

**Please indicate:**

1. Preferred ad size
2. Number of ads you would like
3. Appropriate advertisement rate

Ad Size	# of Ads	Non-Profit Organization	Commercial Organization
<input type="radio"/> Eighth Page Ad (Black & White) <i>3.3125" W x 2.1875" H</i>	_____	<input type="radio"/> \$180.00*	<input type="radio"/> \$295.00*
<input type="radio"/> Quarter Page Vertical Ad (Black & White) <i>3.3125" W x 4.5" H</i>	_____	<input type="radio"/> \$440.00*	<input type="radio"/> \$565.00*
<input type="radio"/> Quarter Page Horizontal Ad (Black & White) <i>6.75" W x 2.1875" H</i>	_____	<input type="radio"/> \$440.00*	<input type="radio"/> \$565.00*
<input type="radio"/> Half Page (Black & White) <i>6.75" W x 4.5" H</i>	_____	<input type="radio"/> \$875.00*	<input type="radio"/> \$1030.00*
<input type="radio"/> Full Page (Black & White) <i>6.75" W x 9.125" H</i>	_____	<input type="radio"/> \$1650.00*	<input type="radio"/> \$1855.00*
<input type="radio"/> Premium Last Page (Black & White) <i>6.75" W x 9.125" H</i>	_____	---	<input type="radio"/> \$2988.00*
<input type="radio"/> Inside Back Cover (Full Colour) <i>8.5" W x 11" H</i>	_____	---	<input type="radio"/> \$4120.00*

\*Applicable Taxes Extra

By signing below, I acknowledge that I have authority to execute this agreement on behalf of the advertiser and agree, on behalf of the advertiser, to the terms and conditions as provided in the preceding paragraphs. I have authority to bind the corporation.

**Witness:** \_\_\_\_\_ **(Signature)**

**Name:** \_\_\_\_\_ **(Please Print)**

All advertisers will be billed by the City of Mississauga. This agreement cannot be cancelled and upon signing, the advertiser acknowledges all terms and conditions contained herein are understood and agreed upon. All cheques must be made payable to the City of Mississauga.

**Accepted by (please sign)** \_\_\_\_\_ **Date:** \_\_\_\_\_