

COMMUNITY CENTRE Advertising Package

Recreation Services



Mission: to provide quality recreation programs, services & events in an accessible, equitable, efficient manner; enhancing the quality of life + leisure time of Vaughan's diverse community.

our audience

86,000+
families call Vaughan home with an **average 3.2 people per household**

326,000
multi-cultural residents speaking **over 120 different languages**

17th
largest municipality in Canada

\$105K
average total income of Vaughan households

39 years
is the average age—70% of residents are 35 years+

43%
of Vaughan residents hold a college or university degree

Source: Statistics Canada, 2016 Census.



Advertise at our Community Centres

our poster units

Maximum exposure in high-traffic areas, flexible terms.

- 7 community centres
- 4 million+ visitors per year (pre-COVID-19)



2021 commercial specs & rates

All advertising fees include HST + FREE printing & installation.

File submission: Ads are full colour CMYK. Press-ready PDF, EPS or JPG files at minimum 300dpi accepted. Keep all essential text and logos within 1" from edges.

Poster Unit

17" x 22" + 0.125" bleeds
1" safety margin



Lobby

3 months	\$625
6 months	\$925
1 year	\$1,500



community centres

- 1 Al Palladini**
9201 Islington Avenue, Woodbridge
- 2 Chancellor**
350 Ansley Grove Road, Woodbridge
- 3 Dufferin Clark**
1441 Clark Avenue W, Concord
- 4 Father E. Bulfon**
8141 Martin Grove Road, Woodbridge
- 5 Maple**
10190 Keele Street, Maple
- 6 North Thornhill**
300 Pleasant Ridge Avenue, Thornhill
- 7 Vellore Village**
1 Villa Royale Avenue, Woodbridge



Creative Services \$100/hour

New design or ad update. Fee includes two sets of edits (drafts). Original source files must be supplied if revising existing artwork.



Loyalty & Bundling Discount* 10%

- if you purchase two or more poster units
- if you add-on a Recreation Vaughan guide or eGuide ad package

*Discount applies to lower value item.

