



MEDIA KIT

ADVERTISING OPPORTUNITIES & RATES
Effective January 01 - September 01, 2016



GENESIS

CENTRE

Inspiring Community Wellness

The Genesis Centre is a 225,000 square foot multi-purpose complex dedicated to enriching the health, wellness, and unity of Northeast Calgary.

The Genesis Centre encompasses half of the multi-purpose complex and includes the following facilities:

- Two Indoor Field Houses
- Feature Gymnasium & Event Centre (30,000 sq. ft)
- Community Gymnasium (10,000 sq. ft)
- Multi-Purpose Rooms
- Three Meeting and Boardrooms
- Community Kitchen & Catering Prep Room

The Genesis Centre is not only a venue for sport and recreation, but a place which caters to the diverse interests of the community. Facility spaces are capable of hosting everything from cultural events, social occasions, and performing arts, to business oriented uses such as trade shows, conferences, and corporate team building.

In addition to the Genesis Centre facilities the complex also encompasses a YMCA and a branch of the Calgary Public Library.

OUR DEMOGRAPHICS

The unique and diverse user groups of the Genesis Centre make it a very desirable market for other businesses to reach. **Diversity Marketing** is an integral component in any successful marketing campaign. To help your business reach these desirable consumer groups, we offer four different advertising options – or we can tailor a combination of any of these options to maximize your results.

31% growth between 2005 & 2010

One of the fastest growing areas in the city.

25.6% of families with children 0-14 years

Highest population of young families in the city.

43% of residents born outside of Canada

61% of residents are visible minorities



 **1.5**
MILLION VISITORS
ANNUALLY!

LOTUS LINK COMMUNITY PUBLICATION

CONNECTING THE NORTHEAST CALGARY COMMUNITIES OF MARTINDALE, SADDLE RIDGE AND TARADALE. ACCESS TO OVER 53,000 RESIDENTS AND 14,000 HOUSEHOLDS.

Lotus Link contains valuable information from the three Community Associations surrounding the Genesis Centre – Martindale, Saddle Ridge and Taradale, as well as promotions for upcoming events and bulletins from local and provincial government.

You can browse the latest edition of *Lotus Link* online at:

<http://www.genesis-centre.ca/flipbook/lotuslink/spreads/index.html>

DISTRIBUTION:

12,500 COPIES delivered directly to community homes by Canada Post 3 times per year:

- Spring Edition delivered the first week of March
- Fall Edition delivered the first week of September
- Winter Edition delivered the first week of December

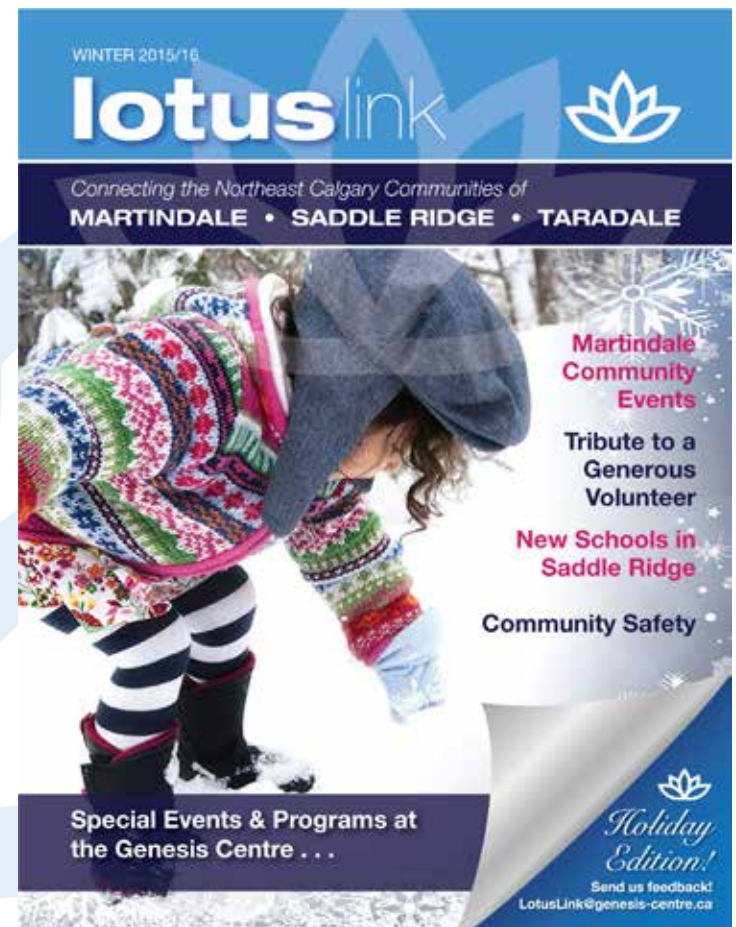
300+ COPIES distributed through the Commons area of the Genesis Centre.

ADVERTISING RATES:

- **Full Page \$785** (for the back cover or inside front cover add 10%)
- **Half Page \$425**
- **1/3 Page \$325**
- **1/4 Page \$275**

Full colour is included in the price. If you require assistance with your ad design, please contact **Dave Maskell** at info@maskelldesign.com for a quote on preparing your ad.

Ad space is in high demand so book early for the next edition.
Contact **Glenda Marr** at **(403) 930-6180** or by email at gmarr@genesis-centre.ca.



LOTUS LINK COMMUNITY PUBLICATION

← Half-Page Horizontal →

← Third-Page Horizontal →

↑
Half-Page
Vertical
↓

↑
Quarter-Page
↓

ADVERTISING SPECIFICATIONS:

Full Page No Bleed:	45p wide x 60p high	(7.5" x 10")
Full Page With Bleed:	53p wide x 68p high	(8.83" x 11.33")
<i>Note Critical Content Area: 45p wide x 60p high (7.5" x 10")</i>		
Half Page Horizontal:	45p wide x 29p high	(7.5" x 4.85")
Half Page Vertical:	22p wide x 60p high	(3.68" x 10")
Third-Page Horizontal Only:	45p wide x 18p high	(7.5" X 3")
Quarter-Page One Size Only:	22p wide x 29p high	(3.68" x 4.85")

All ads must be supplied print-ready at 100% of size either as press-optimized PDFs or as high resolution 300 DPI flattened bitmapped files (JPEG, TIFF, EPS).

Please submit artwork to:

Dave Maskell / Maskell Design
info@maskelldesign.com



ACCESS TO OVER
14,000
HOUSEHOLDS

DIGITAL WAY-FINDING KIOSKS

There are two digital way-finding kiosks in the Genesis Centre; one is located in the main Commons Area entrance and the other is found upon entering the Feature Gymnasium & Event Centre. These digital kiosks provide a list of daily events, their location and a map showing how to get there from the kiosk.

Another option, titled **Eat, Shop & Sleep**, is designed to highlight local businesses wishing to reach the community and patrons of the Genesis Centre, including the YMCA, Calgary Public Library and 1000 Voices. The **Eat Shop & Sleep** page provides businesses with an opportunity to map their business location in relation to the Genesis Centre as well as providing advertising space.

Continuous Campaign Option A

\$200/per month, billed annually (minimum 12 months)

Includes the following:

- Your business listing on the two kiosks
- Mapping to your location from Genesis Centre
- Quarter-page ad below your map
- Click to a full screen advertisement

Continuous Campaign Option B

\$150/per month, billed annually (minimum 12 months)

Includes the following:

- Your business listing on the two kiosks
- Mapping to your location from Genesis Centre
- Quarter-page ad below your map

Quarter-Page Ad Specifications:

903 pixels wide x 261 pixels high (12.542 x 3.625 inches)

Full-Page Ad Specifications:

903 pixels wide x 1213 pixels high (12.542 x 16.847 inches)

All ads must be supplied as 96 DPI PNG, JPEG or PDF files.

Please submit artwork to: **Glenda Marr | gmarr@genesis-centre.ca**



 **1.5**
MILLION VISITORS
ANNUALLY!

FIELD HOUSE

10' X 3' BOARD ADVERTISING

The Genesis Centre offers advertisers an impressive opportunity to market their brand to a captive audience on a 10'x3' board advertisement. Two indoor boarded fields play host to a variety of sport groups (soccer, lacrosse, cricket, tennis), spectators, community and cultural events.

ADVERTISING RATES:

10' x 3' Board Ad	Annual Cost/1 Year Term	Annual Cost/3 Year Term
Field #1 or #2	\$1,500	\$1,200
Both Fields	\$2,500	\$2,000

Rates do not include production/installation of board ad.

Additional Production Costs (estimated)

Development (Graphic Design)	\$150 (3 hours x \$50)
Printing/Installation	\$190/year (annual replacement)
TOTAL	\$340



10' x 3' Board Ad Example



120,000
SPORT PARTICIPANTS

FIELD HOUSE

WALL BANNER ADVERTISING

The Genesis Centre offers advertisers an impressive opportunity to market their brand to a captive audience with large wall banner advertising. Two indoor boarded fields play host to a variety of sport groups (soccer, lacrosse, cricket, tennis), spectators, community and cultural events.

Option #1: Wall Banner (20'x15')

Annual Cost/1-2 Year Term

\$6,000

Annual Cost/3 Year Term

\$5,000



Option #2: Field Goal Advertising Package. Your choice of Field #1 or Field #2.

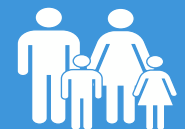
Annual Cost/2 Year Term

\$12,000

Annual Cost/3 Year Term

\$10,000

*Includes **BOTH COMPLETE END BOARDS** (80'x10'). Rates above do not include printing and installation.*



40,000

PASS HOLDER/DROP-IN VISITS



GENESIS

CENTRE

Inspiring Community Wellness

For more information or to book your media space contact:

Glenda Marr

(403) 930-6180

gmarr@genesis-centre.ca

#10, 7555 Falconridge Blvd. NE, Calgary, Alberta T3J 0C9
genesis-centre.ca