



# MEDIA KIT

ADVERTISING OPPORTUNITIES & RATES



**GENESIS**

**CENTRE**

An Inspired Community



**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



**1.6**  
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 16,600 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:

**16,000 COPIES** delivered directly to community homes by Canada Post 4 times per year:

- Spring Edition delivered the first week of April
- Summer Edition delivered the first week of July
- Fall Edition delivered the first week of October
- Winter Edition delivered the first week of January

**600+ 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**
- **Third Page** **\$325**
- **Third Page Front Cover Banner** **\$425**
- **Quarter 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](mailto:info@maskelldesign.com) for a quote.

Ad space is in high demand so book early for the next edition. Contact **Jonah Ardiel** at **(403) 930-6180** or by email at [jardiel@genesis-centre.ca](mailto:jardiel@genesis-centre.ca).



# LOTUS LINK COMMUNITY PUBLICATION

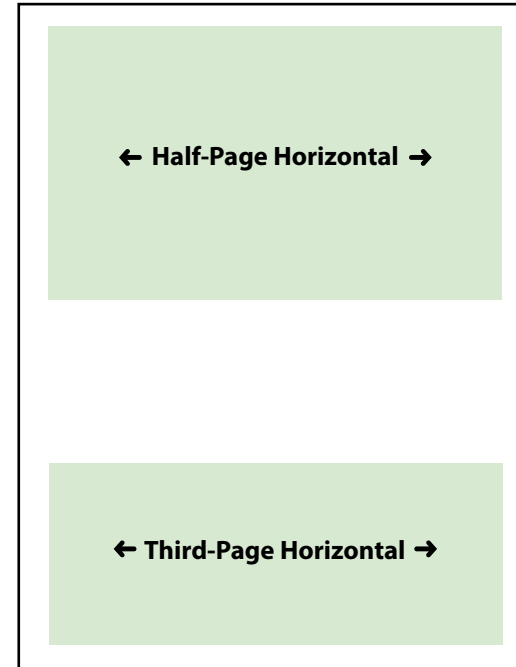
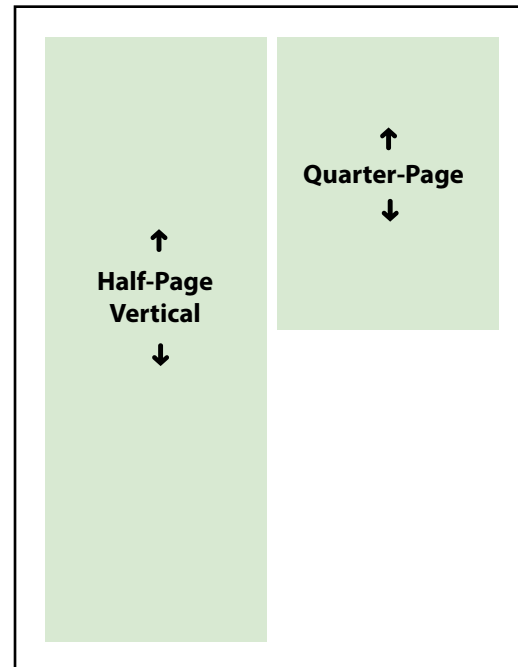
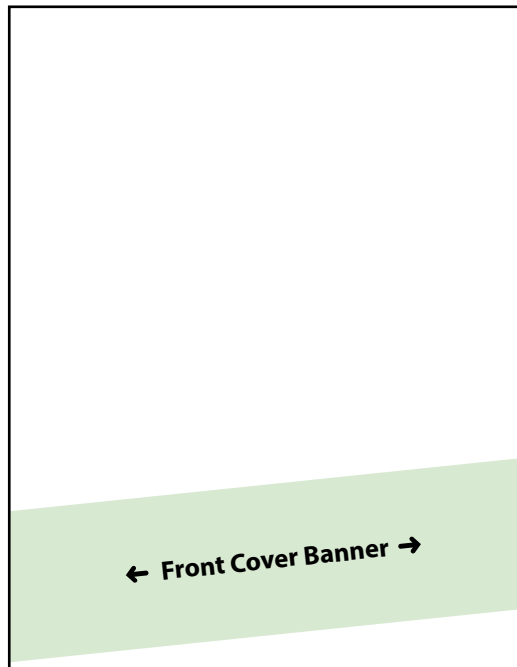
## ADVERTISING SPECIFICATIONS:

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")
Third-Page Front Cover Banner:	51p wide x 15p high	(8.5" X 2.5")
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**



# 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
<b>Field #1 or #2</b>	<b>\$1,500</b>	<b>\$1,200</b>
<b>Both Fields</b>	<b>\$2,500</b>	<b>\$2,000</b>

*Rates do not include production/installation of board ad.*

### Additional Production Costs (estimated)

Development (Graphic Design)	\$150 (3 hours x \$50)
Printing/Installation	\$150/year (annual replacement if required)
<b>TOTAL</b>	<b>\$300</b>



*10' x 3' Board Ad Example*



**120,000**  
SPORT PARTICIPANTS



20' x 15' Wall Banner Example



24" x 36" Locker Room Poster Example

# 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	Annual Cost/3 Year Term
<b>\$6,000</b>	<b>\$5,000</b>

### Option #2: Field Goal Advertising Package.

Your choice of Field #1 or Field #2.

Annual Cost/2 Year Term	Annual Cost/3 Year Term
<b>\$12,000</b>	<b>\$10,000</b>

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

# LOCKER ROOM

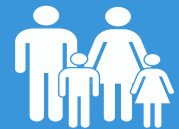
## 24" X 36" FULL COLOUR POSTERS

Reaching athletes, senior high school students and coaches.

Annual Costs:

<b>1 Poster:</b>	<b>\$500.00</b>
<b>2 - 4 Posters:</b>	<b>\$450.00 per poster</b>
<b>5+ Posters:</b>	<b>\$400.00 per poster</b>

*Artwork, printing and installation is included in the cost of the poster rental. Change of artwork in the first year is \$20.00 per poster for reprinting.*



**40,000**

**PASS HOLDER/DROP-IN VISITS**



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*For more information or to book your media space contact:*

**Jonah Ardiel**

**(403) 930-6180**

**[jardiel@genesis-centre.ca](mailto:jardiel@genesis-centre.ca)**

**#10, 7555 Falconridge Blvd. NE, Calgary, Alberta T3J 0C9**  
**[genesis-centre.ca](http://genesis-centre.ca)**