MEDIA KIT

ADVERTISING OPPORTUNITIES & RATES

GENESIS
CENTRE

An Inspired Community

V 2021.1

About Us

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 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.

FACILITIES

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

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

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

2 MILLION
Visitors Annually!

Lotus Link Community Publication

Connecting the Northest Calgary communities of Martindale, Saddle Ridge and Taradale. Access to over 53,000 residents and 16,600 households.

INFORMING NORTH EAST CALGARY

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.

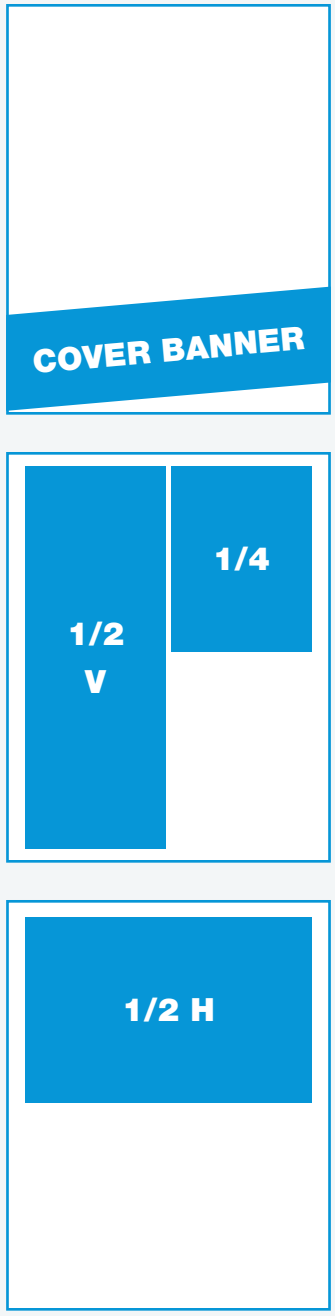
You can browse the latest edition of Lotus Link online at:
http://www.genesis-centre.ca/flipbook/lotuslink/spreads/index.html

DISTRIBUTION

50,000+ readership through circulation online to the communities of Martindale, Saddle Ridge and Taradale. Four 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

1,000 physical copies distributed throughout the Genesis Centre.



AD SIZES

LOTUS LINK ADVERTISING

Ad space is in high demand, so book early for the next edition. To reserve your space, contact **Jonah Ardiel** at **(403) 930-6180** or by email at **jardiel@genesis-centre.ca**.

If you require assistance with your ad development, please contact Art Director **Logan Johnson** at **hello@loganjohnson.com** for a free quote on graphic design services.

MAGAZINE AD	RATE	SPECS (Width x Height)
Full Page	$300 *(+10% for back cover or inside front cover)*	No Bleed: 7.5” x 10” Bleed: 8.83” x 11.33” *(safe area 7.5” x 10”)*
Half Page	$175	Horizontal: 7.5” x 4.85” Vertical: 3.68” x 10”
Quarter Page	$100	3.68” x 4.85”
Front Cover Banner	$225	8.5” x 2.5”

Note: *Full colour is included in the price.*

ARTWORK

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

Please submit final artwork to **Logan Johnson** at **hello@loganjohnson.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.

10’ X 3’ AD	ANNUAL RATE/1 YEAR	ANNUAL RATE/3 YEARS
Field #1 or #2	$750	$600
Both Fields	$1,200	$1,000

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

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 fields play host to a variety of sport groups (soccer, lacrosse, cricket, tennis), spectators, community and cultural events.

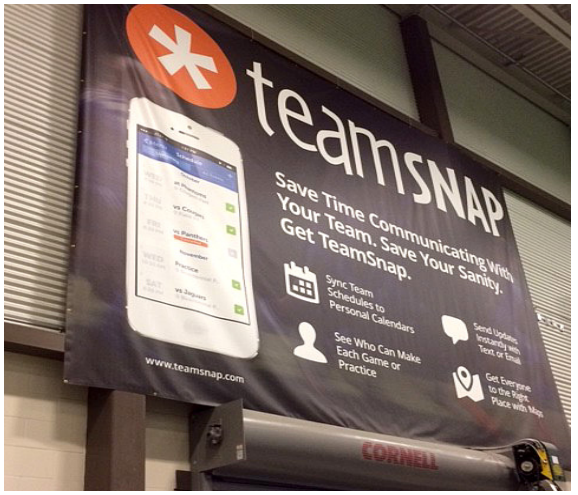
BANNER OPTION	ANNUAL RATE/1 YEAR	ANNUAL RATE/3 YEARS
Wall Banner (20’ x 15’)	$1,250	$1,000

Note: *Rates above do not include printing and installation.*

10’ X 3’ BOARD ADVERTISING PRODUCTION COSTS (ESTIMATED)

- **Graphic Design Development** $150
  (3 hours x $50)
- **Printing/Installation** $150/year
  (annual replacement if required)

10’ X 3’ BOARD EXAMPLE



20’ X 15’ WALL BANNER EXAMPLE

Locker Room

24” X 36” LOCKER ROOM POSTER EXAMPLE

24” X 36” FULL COLOUR POSTER ADVERTISING

Reaching athletes, senior high school students and coaches. 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.

POSTER OPTION	ANNUAL RATE
1 Poster	$250
2-4 Posters	$225 per poster
5+ Posters	$200 per poster

120,000+
Sport Participants

Digital Screens

INTERIOR ADVERTISING

Across eight high-impact areas inside the building, advertisers can expose guests and spectators to their brand on a 55” ultra high-definition 4K television screen.

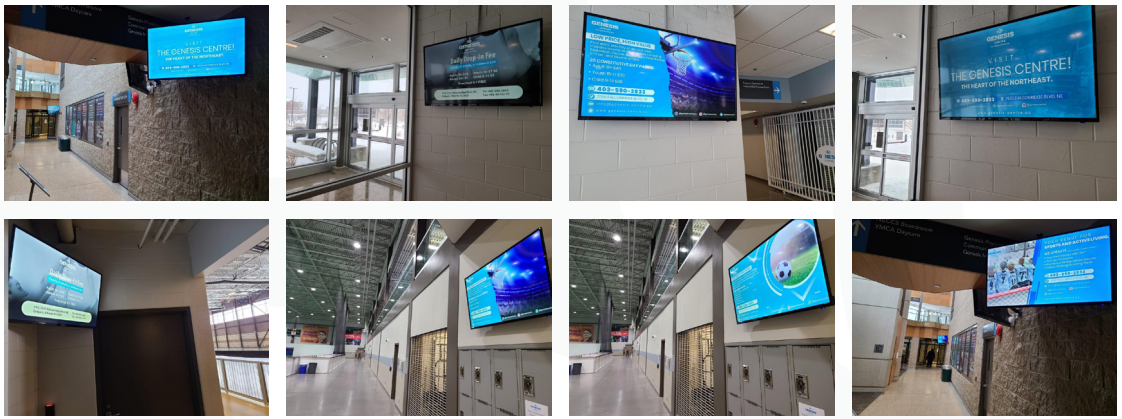
No design work necessary – all you need to do is provide the direction (text, imagery, and any design preferences you require) and we’ll place your ad.

Ads are billed either on a monthly or annual rate and occupy 10 seconds of time out of a 2-minute loop, which is repeated throughout the month (i.e., 30 impressions/person per hour).

BANNER OPTION	MONTHLY RATE	ANNUAL RATE
Single Screen	$125	$1,000
Front Lobby Package: Four Screens	$400	$4,000
Interior Package: Four Screens	$400	$4,000
Full Screen Package: All Eight Screens	$800	$8,000

LOCATIONS

- Downstairs lobby (seated area) x4 (horizontal display)
- Interior field house level 1 upon entrance to the facility x1 (horizontal display)
- Interior field house level 1 upon entrance to the Feature Gym x1 (vertical display)
- Feature Gym entrance x1 (horizontal display)
- Feature Gym mezzanine (upon facility entrance) x1 (horizontal display)



DIGITAL SCREEN EXAMPLES

40,000+
Pass Holder/
Drop-in Visits

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FOR MORE INFORMATION OR TO BOOK YOUR MEDIA SPACE CONTACT:

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genesis-centre.ca

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