MEDIA KIT
ADVERTISING OPPORTUNITIES & RATES

GENESIS CENTRE
An Inspired Community
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

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

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!
Connecting the Northeast 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.

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) 938-6180 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.

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.
The Genesis Centre offers advertisers an impressive opportunity to market their brand to a captive audience on a 10’ X 3’ 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’ BOARD ADVERTISING**

The Genesis Centre offers advertisers an impressive opportunity to market their brand to a captive audience on a 10’ X 3’ board advertisement. Two indoor boarded fields play host to a variety of sport groups (soccer, lacrosse, cricket, tennis), spectators, community and cultural events.

<table>
<thead>
<tr>
<th>10’ X 3’ AD</th>
<th>ANNUAL RATE/1 YEAR</th>
<th>ANNUAL RATE/3 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Field House</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>Both Field Houses</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

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

**20’ X 15’ 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.

<table>
<thead>
<tr>
<th>20’ X 15’ BANNER(S)</th>
<th>ANNUAL RATE/1 YEAR</th>
<th>ANNUAL RATE/3 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Wall</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>South Wall (Exclusive)</td>
<td>$4,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Note: Rates above do not include printing and installation.

**10’ X 3’ BOARD EXAMPLE**

**20’ X 15’ WALL BANNER 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.

<table>
<thead>
<tr>
<th>POSTER OPTION</th>
<th>ANNUAL RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Poster</td>
<td>$400</td>
</tr>
<tr>
<td>2-4 Posters</td>
<td>$350</td>
</tr>
</tbody>
</table>

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

- Graphic Design Development $150
- Printing/Installation (annual replacement if required) $175/year

**Field House**

**GNESIS CENTRE MEDIA KIT**

**2021.1**

120,000+

Sport Participants
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).

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 Screens

<table>
<thead>
<tr>
<th>BANNER OPTION</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Screen</td>
<td>$125</td>
</tr>
<tr>
<td>Four-screen Package</td>
<td>$400</td>
</tr>
</tbody>
</table>

DIGITAL SCREEN EXAMPLES

40,000+ Pass Holder/ Drop-in Visits
FOR MORE INFORMATION OR TO BOOK YOUR MEDIA SPACE CONTACT:

JONAH ARDIEL
(403) 930-6180
jardiel@genesis-centre.ca

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