

**The New UNA *Program Guide***

We're excited to tell you about the UNA's recently-redesigned *Program Guide* and the options available for advertising to help your marketing and community outreach.

The University Neighbourhoods Association (UNA) publishes the *Guide* three times a year as a reference and marketing tool for over 200 recreational and educational programs and workshops that are offered to the public at the Wesbrook Community Centre and Old Barn Community Centre.

The UNA *Program Guide* is a practical option for marketing and advertising your business or organization. Our advertising rates are lower than other comparable publications while maintaining competitive reach and retention.

The *Guide* has a total run of 17,000 copies. It is distributed via mail to over 15,000 households and has an estimated reach of over 37,500 readers in the UBC, UEL, Point Grey, Kerrisdale, Dunbar and Kitsilano neighbourhoods. Each issue covers programs and events that run for an entire season, and, unlike weekly and monthly publications, is retained for reference by readers for a longer period of time.

Starting Spring/Summer 2019, the UNA launched a fully-redesigned *Program Guide* that features a clean, modern aesthetic with coloured tabs, original cover art and a slightly larger size. Moving away from newsprint stock, the new *Program Guide* will now be printed in gloss text paper to ensure that advertisement graphics are reproduced in vibrant colour.

Discounts are available to advertisers who seek to bundle same-size ad placements.

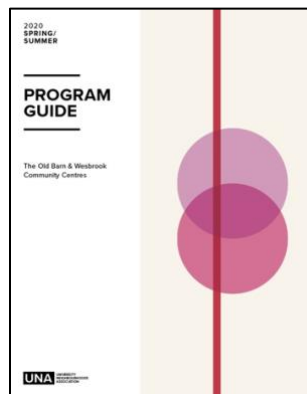
**2020 UNA *Program Guide* Covers**

The 2020 UNA *Program Guide* features abstract artwork covers that reflect UNA Recreation's foundational principles. We took care to design attractive cover art that will appeal to the broad range of our target audience – professionals, families, youths, university students and seniors of diverse cultures and backgrounds.



**Winter 2020 Cover**

**Foster Well-Being.** We believe in nurturing our community's motivation, confidence, knowledge and understanding of the value in engaging in physical and wellness activities by providing access to a wide range of programs at our community centres.



**Spring/Summer 2020 Cover**

**Enrich Experience.** We strive to deliver a high-quality experience for our community members through instructors and program content that inspire happiness, passion and creativity.



**Fall 2020 Cover**

**Build Belonging.** We strive to create a safe and inclusive environment that is conducive to building community, strengthening connections and cultivating a sense of belonging.



UNIVERSITY  
NEIGHBOURHOODS  
ASSOCIATION

# RATE CARD

## Contact

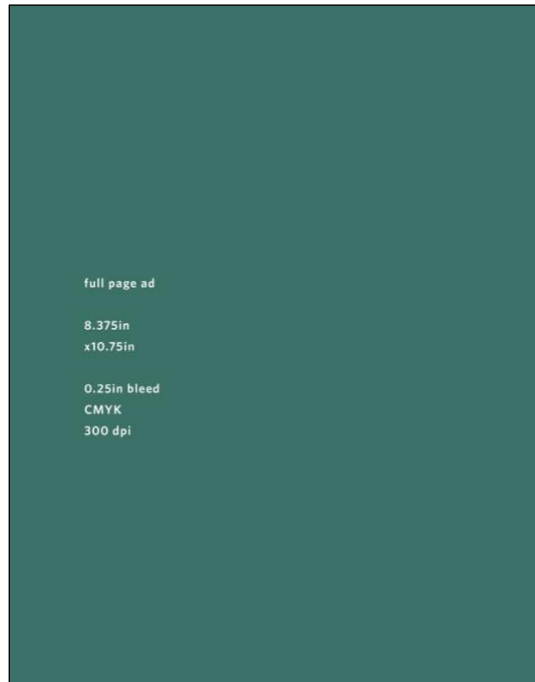
**Brandon Perrett**

*Marketing and Communications Coordinator*

[brandon.perrett@myuna.ca](mailto:brandon.perrett@myuna.ca)

(604) 827-5540

## Advertisement Sizes



**Back cover**

**Inside-back/-front**

**Full-page (inside)**

8.375" x 10.75" (add 0.25" bleed)

**Piano Lessons**

A fun and practical approach to learning piano. This course teaches students of all ages who seek to gain a well-rounded knowledge of piano that includes performance, technique, artistry, and theoretical skills. Royal Conservatory Music students are welcome for examination preparation. Books will be recommended on the first day of class. Access to a piano for additional practice is required. No class May 21

Instructor: Anthony Evangelista

SPRING	TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6
	\$100.00 / 5	#15243
TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6	#15243
SUMMER	TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6
	\$100.00 / 5	#15243
TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6	#15243

**Weekend Piano Lessons**

Piano lessons are now offered on the weekends! These lessons are perfect for complete beginners or previous music students who would like to pick up where they left off. Learn from a qualified instructor in a fun and welcoming environment. Royal Conservatory Music students are welcome for examination preparation. Books will be recommended on the first day of class. Access to a piano for additional practice is required. No class May 19

Instructor: Anthony Evangelista

SPRING	TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6
	\$100.00 / 5	#15243
SUMMER	TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6
	\$100.00 / 5	#15243

half page ad

4.47in  
x10.75in

0.25in bleed

CMYK

300 dpi

**Half-page**  
4.47" x 10.75" (add 0.25" bleed)

**ADULTS & OLDER ADULTS PROGRAMS**

**Fit 4 Two® Mom and Baby Fitness**


This Baby Friendly class allows mom to get a great workout AND attend to baby's needs at any time. Each class provides a full body workout: cardio, muscular endurance, postnatal specific core work and flexibility. Benefit from increased energy, improved posture, fewer aches and pains and a stronger core. This is a fantastic opportunity to connect with other new moms in your community. Women should be 4+ weeks postpartum (6 weeks for C-sections). All fitness levels are welcome. This class is designed for pre-mobile babies.

Drop-in fees: \$17

No class May 21

Instructor: Anthony Evangelista

SPRING	TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6
	\$100.00 / 5	#15243
TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6	#15243
SUMMER	TU, 4:45 PM - 5:45 PM	JAN 9 - FEB 6
	\$100.00 / 5	#15243



quarter page ad

8.375in  
x3in

0.25in bleed

CMYK

300dpi

**Quarter-page Banner**  
8.375" x 3" (add 0.25" bleed)

## 2020 Publication Schedule

Issue	Booking deadline	Deadline for artwork	Estimated delivery date
Winter 2020 <i>Program Guide</i>	Oct. 14, 2019	Oct. 21, 2019	Nov. 8, 2019
Spring/Summer 2020 <i>Program Guide</i>	Jan. 27, 2020	Feb. 3, 2020	Feb. 14, 2020
Fall 2020 <i>Program Guide</i>	Jul. 21, 2020	Jul. 28, 2020	Aug. 8, 2020

## Terms and Guidelines

Please be guided by the following when submitting advertisements to the UNA *Program Guide*:

### CONTENT

- Please observe the deadlines and format specifications listed in the advertising *Rate Card*.
- Advertisements must be consistent with the values of the UNA.
- Advertisements must not disparage the UNA or its services, and must not be in direct competition to programs provided by the UNA.
- Advertisements must not be partisan or discriminative.
- The advertiser must own all copyrights of the materials included in their advertisement.
- The UNA reserves the right to refuse advertisements that it deems, at its sole discretion, as inconsistent with the guidelines.

## ARTWORK

- Please submit all advertisements as a high-quality PDF or TIFF.
- Please convert all fonts to outlines.
- Please ensure that all images or logos embedded have a minimum resolution of 300 dpi.
- All advertisements must be submitted in full size in CMYK.
- Please keep all important content at least 0.25" away from the edge the artwork.
- Please contact us if you require graphic design support at least one week before the deadline for artwork submission (see schedule above). An additional graphic design charge of \$80/hour will apply.

## PAYMENT AND CANCELLATIONS

- Advertisers will be invoiced upon booking of the ad space. Payment before the print date is required for advertising to be placed.
- Advertisers will be subject to a charge of 50 per cent of the cost, if the advertisement is cancelled before printing. No refunds will be issued, if the advertisement is cancelled after printing.

## AD PLACEMENT

- Space is limited and advertisements are placed on a first-come, first-served basis.
- Placement of internal page advertisements is decided by the UNA.



## Advertising Agreement

Please submit your accomplished *Advertising Agreement* to the UNA marketing team at [marketing@myuna.ca](mailto:marketing@myuna.ca) before the booking deadline/s outlined on page 3 of this *Rate Card*.

**Company/Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

- Advertisers have read and agree to the Terms and Guidelines listed on page 3.
- Advertisers will be invoiced upon booking of advertising space.
- Payment from advertiser must be received before printing for the advertisement to be placed.
- Advertiser agrees to submit all print-ready artwork by the deadline/s outlined in this *Rate Card*.
- Advertiser agrees to the cancellation terms outlined in this *Rate Card*.
- By signing this *Agreement*, advertiser confirms that they wish to reserve space in the UNA *Program Guide* as specified in the order chart below.

### Full-Colour Ad Options (Please indicate your order.)

Type	Finished Size (width x length)	Rate (per ad)	Bulk Rate (per ad, minimum of three ad placements)
Back cover	8.375" x 10.75" (add 0.25" bleed)	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,800
Inside-back/-front	8.375" x 10.75" (add 0.25" bleed)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,400
Full-page	8.375" x 10.75" (add 0.25" bleed)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,200
Half-page	4.47" x 10.75" (add 0.25" bleed)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$800
Quarter-page banner	8.375" x 3" (add 0.25" bleed)	<input type="checkbox"/> \$600	<input type="checkbox"/> \$500

- \$80/hour – Graphic design support  
(Please submit accomplished *Agreement* one week in advance of booking deadline/s.)

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Advertiser's Signature

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Date