

THE MAGAZINE OF THE ONTARIO RECREATION FACILITIES ASSOCIATION INC.

FACILITY FORUM

2019

MEDIA KIT

orfa.com

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 **orfa** | Ontario
Recreation
Facilities
Association
Building Community Since 1947

NAYLOR 
ASSOCIATION SOLUTIONS

ABOUT THE ASSOCIATION

The Ontario Recreation Facilities Association (ORFA), incorporated in 1951, has over 6,000 members who influence buying patterns, and are the key decision-makers in the final purchase of products and services for their facilities.

**THESE PROFESSIONALS WORK IN
MORE THAN 90% OF ONTARIO'S
MUNICIPALITIES, REPRESENTING OVER...**

350
AQUATIC
COMPLEXES

750
ARENAS

1,000+
PLAYGROUNDS

**TENS OF THOUSANDS
OF COMMUNITY CENTRES AND
SPORTS FIELDS**

Why do business with our members?

Recreation facilities are the original social network of communities. They are locations that provide a gathering spot for sport, recreation and interaction regardless of age, gender, ability or economic status. Recreation facilities do not always have walls and roofs. They are not always structures nor are they always structured. They lend to human health and reduced social costs. They can provide life skills such as recreational swimming, organized or unorganized sport, or be the starting point for future Olympians. They help generate economic benefit for communities and regions.

Community recreation infrastructure have one common thread that ensures that sport, recreation, and leisure activities take place in a safe and healthy environment: the recreation facility professional. Recreation facility professionals are the men and women who operate and manage everything from nature trails to multi-million dollar sport and leisure venues across Ontario. Whether it's an arena in a municipality, a soccer field at a university, or a swimming pool in a private club, these professionals have technical, financial, operational, and managerial expertise to ensure their facilities are maintained in order to support healthy and active living in the local, and broader community.

THE OPPORTUNITY – FACILITY FORUM MAGAZINE IN PRINT & ONLINE.



Connecting you with ORFA Members throughout the year.

Facility Forum, ORFA's quarterly print and digital publication, provides leading-edge industry news, primary and secondary research information, and educational events of special interest to the recreation facility professional. Our readers include:

- Ice Arena Facility Managers
- Grounds, Turf, Open Space, Playground Specialists
- Aquatics Facility Managers
- Parks and Recreation Directors
- Human Resources, Health and Safety, and Training and Development Professionals
- CAOs, Clerks and Treasurers

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**** Members will receive a discount of 20% off these rates.**

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Colour Rates

	1x	2x	3x	4x
Outside Back Cover	\$1,899.50	\$1,819.50	\$1,739.50	\$1,659.50
Inside Front or Inside Back Cover	\$1,749.50	\$1,669.50	\$1,589.50	\$1,509.50
Full Page	\$1,599.50	\$1,519.50	\$1,439.50	\$1,359.50
1/2 Page	\$1,019.50	\$969.50	\$919.50	\$869.50
1/4 Page	\$599.50	\$569.50	\$539.50	\$509.50
1/8 Page	\$359.50	\$339.50	\$319.50	\$309.50

Black-and-White Rates

	1x	2x	3x	4x
Full Page	\$1,349.50	\$1,279.50	\$1,209.50	\$1,149.50
1/2 Page	\$849.50	\$809.50	\$759.50	\$719.50
1/4 Page	\$489.50	\$469.50	\$439.50	\$419.50
1/8 Page	\$309.50	\$289.50	\$279.50	\$259.50

Digital Edition Branding Opportunities

- Rectangle | \$1,000
- Top TOC Mobile Banner | \$350
- 2nd TOC Mobile Banner | Free with Sponsorship
- HTML5 Ad | \$1,500
- Video Sponsorship | \$650
- Large Insert | \$750
- Medium Insert | \$500

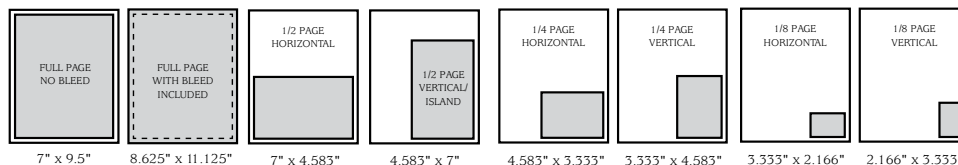
Interested in becoming a member of ORFA?
For more information on joining the association please visit:
orfa.com/membership

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Specs for Outsert/Inserts:

- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 2 Surface: 8.375" x 10.875"
- 2 Pg / 4 Surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal flyersheets: 8.5" x 11"

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload". Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

Facility Forum is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats available to readers:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



Mobile & Desktop
Responsive HTML
Reading View



1 Rectangle (all views) | \$1,000

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

2 Top TOC Mobile Banner | \$350

3 2nd TOC Mobile Banner | Free with Sponsorship

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,500

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Video Sponsorship | \$650

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$750

• Medium Insert | \$500

For the latest online specs, please visit:
www.naylor.com/onlinespecs

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|--|
| <input type="checkbox"/> Aquatic Equipment & Accessories | <input type="checkbox"/> Landscaping & Maintenance |
| <input type="checkbox"/> Architects & Engineers | <input type="checkbox"/> Landscaping Supplies |
| <input type="checkbox"/> Arena Dasher Boards | <input type="checkbox"/> Legal Counsel |
| <input type="checkbox"/> Arts & Crafts Supplies | <input type="checkbox"/> Lift Equipment |
| <input type="checkbox"/> Artificial Turf | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Athletic Surfaces & Coating | <input type="checkbox"/> Lockers |
| <input type="checkbox"/> Audio Visual Systems | <input type="checkbox"/> Menu Systems |
| <input type="checkbox"/> Basketball Goals/Backstops | <input type="checkbox"/> Natural Gas |
| <input type="checkbox"/> Beverages | <input type="checkbox"/> Office furniture and equipment |
| <input type="checkbox"/> Bleachers | <input type="checkbox"/> Park Amenities |
| <input type="checkbox"/> Buildings, Air Supported & Portable | <input type="checkbox"/> Parking Lot Repairs and Line Painting |
| <input type="checkbox"/> Chemical Maintenance | <input type="checkbox"/> Parks and Maintenance Equipment and Service |
| <input type="checkbox"/> Clay/Sand/Gravel | <input type="checkbox"/> Personal Protective Equipment |
| <input type="checkbox"/> Cleaning Equipment and Supplies | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Coaches Training Materials | <input type="checkbox"/> Playground Equipment |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Portable Rinks |
| <input type="checkbox"/> Concession Equipment & Supplies | <input type="checkbox"/> Print Products |
| <input type="checkbox"/> Concrete & Products | <input type="checkbox"/> Recreational Consulting Experts |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Recycled Park/Plastic Products |
| <input type="checkbox"/> Drones | <input type="checkbox"/> Restroom Equipment |
| <input type="checkbox"/> Drinking Fountains | <input type="checkbox"/> Rink Design & Construction |
| <input type="checkbox"/> Electricity | <input type="checkbox"/> Sanitary Maintenance |
| <input type="checkbox"/> Energy Reduction Tools | <input type="checkbox"/> Scheduling Software Suppliers |
| <input type="checkbox"/> Engineering and Architect Services | <input type="checkbox"/> Scoreboards |
| <input type="checkbox"/> Entertainment Providers | <input type="checkbox"/> Screen Printing & Embroidering |
| <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Facility Monitoring Services | <input type="checkbox"/> Sod/Turf/Nursery |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Special Event Rental Equipment |
| <input type="checkbox"/> Food/Catering Suppliers and Services | <input type="checkbox"/> Sports Equipment & Accessories |
| <input type="checkbox"/> Insurance Companies and Carriers | <input type="checkbox"/> Sprayers & Spreaders |
| <input type="checkbox"/> Irrigation | <input type="checkbox"/> Swimming Pool Equipment and Chemical Supply |
| <input type="checkbox"/> Fertilizer & Supplements | <input type="checkbox"/> Tickets/Wrist Bands |
| <input type="checkbox"/> First Aid Supplies | <input type="checkbox"/> Tractors |
| <input type="checkbox"/> Flooring | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Training Programs |
| <input type="checkbox"/> General Contractors | <input type="checkbox"/> Trophies |
| <input type="checkbox"/> Grounds Equipment | <input type="checkbox"/> TV's/LED Screens |
| <input type="checkbox"/> Handicap Access Equipment | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Handrails & Marking Stakes | <input type="checkbox"/> Unions |
| <input type="checkbox"/> HVAC/Refrigeration Services | <input type="checkbox"/> Vandalism Repair Equipment |
| <input type="checkbox"/> Hydraulic Equipment | <input type="checkbox"/> Water & Sewage |
| <input type="checkbox"/> Ice Making Products & Services | <input type="checkbox"/> Water Treatment |
| <input type="checkbox"/> Ice Painting | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Ice Resurfacers | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Ice Rink Products | |
| <input type="checkbox"/> Janitorial/Cleaning Equipment and Products | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

Additional Categories X \$20.00 = \$

Initial: Date: