

THE MAGAZINE OF THE ONTARIO RECREATION FACILITIES ASSOCIATION INC.

FACILITY FORUM

2018 MEDIA KIT

For more information on advertising contact:

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orfa.com

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.

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

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

Full-Colour Rates	1x	2x	3x	4x
Outside Back Cover	\$1,849.50	\$1,769.50	\$1,689.50	\$1,619.50
Inside Front or Inside Back Cover	\$1,699.50	\$1,619.50	\$1,539.50	\$1,469.50
Full Page	\$1,549.50	\$1,469.50	\$1,389.50	\$1,319.50
1/2 Page	\$989.50	\$939.50	\$889.50	\$839.50
1/4 Page	\$579.50	\$549.50	\$519.50	\$489.50
1/8 Page	\$349.50	\$329.50	\$309.50	\$299.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$1,309.50	\$1,239.50	\$1,179.50	\$1,109.50
1/2 Page	\$829.50	\$789.50	\$749.50	\$709.50
1/4 Page	\$479.50	\$459.50	\$429.50	\$409.50
1/8 Page	\$299.50	\$279.50	\$269.50	\$249.50

Digital Edition Branding Opportunities

Digital Sponsorship with Toolbar | \$650
Digital Skyscraper | \$650

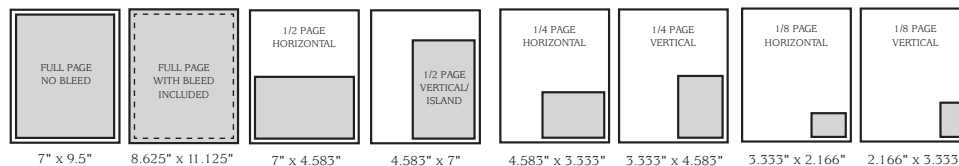
Interested in becoming a member of ORFA?
For more information on joining the association please visit:
orfa.com/membership

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 advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Digital Edition

In addition to print, *Facility Forum* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. ***Each issue is emailed to readers as well as posted on the ORFA's website. An archive of issues is available, securing your ad a lasting online presence.***

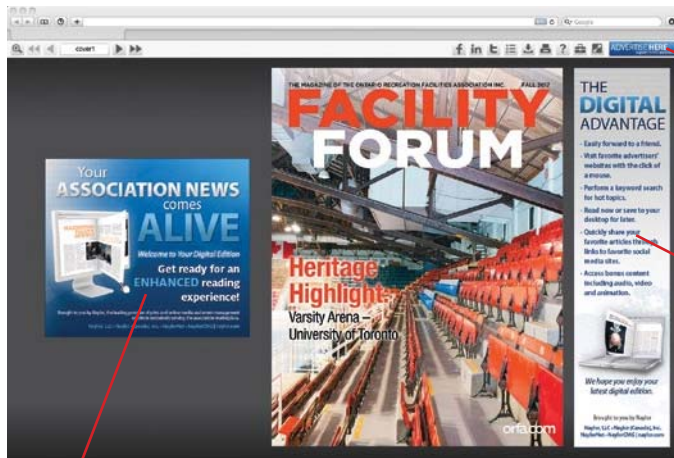
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Edition Toolbar

Free with purchase of the Digital Sponsorship
Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Edition Skyscraper

Rate: \$650
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Edition Sponsorship (includes the Digital Edition Toolbar)

Rate: \$650

Your message will be prominently displayed directly across from the cover of the magazine. Video capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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.

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.*

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Aquatic Equipment & Accessories <input type="checkbox"/> Architects & Engineers <input type="checkbox"/> Arena Dasher Boards <input type="checkbox"/> Arts & Crafts Supplies <input type="checkbox"/> Artificial Turf <input type="checkbox"/> Athletic Surfaces & Coating <input type="checkbox"/> Audio Visual Systems <input type="checkbox"/> Basketball Goals/Backstops <input type="checkbox"/> Beverages <input type="checkbox"/> Bleachers <input type="checkbox"/> Buildings, Air Supported & Portable <input type="checkbox"/> Chemical Maintenance <input type="checkbox"/> Clay/Sand/Gravel <input type="checkbox"/> Cleaning Equipment and Supplies <input type="checkbox"/> Coaches Training Materials <input type="checkbox"/> Computer Software <input type="checkbox"/> Concession Equipment & Supplies <input type="checkbox"/> Concrete & Products <input type="checkbox"/> Consultants <input type="checkbox"/> Drones <input type="checkbox"/> Drinking Fountains <input type="checkbox"/> Electricity <input type="checkbox"/> Energy Reduction Tools <input type="checkbox"/> Engineering and Architect Services <input type="checkbox"/> Entertainment Providers <input type="checkbox"/> Erosion Control <input type="checkbox"/> Facility Monitoring Services <input type="checkbox"/> Fencing <input type="checkbox"/> Food/Catering Suppliers and Services <input type="checkbox"/> Insurance Companies and Carriers <input type="checkbox"/> Irrigation <input type="checkbox"/> Fertilizer & Supplements <input type="checkbox"/> First Aid Supplies <input type="checkbox"/> Flooring <input type="checkbox"/> Furniture <input type="checkbox"/> General Contractors <input type="checkbox"/> Grounds Equipment <input type="checkbox"/> Handicap Access Equipment <input type="checkbox"/> Handrails & Marking Stakes <input type="checkbox"/> HVAC/Refrigeration Services <input type="checkbox"/> Hydraulic Equipment <input type="checkbox"/> Ice Making Products & Services <input type="checkbox"/> Ice Painting <input type="checkbox"/> Ice Resurfacers <input type="checkbox"/> Ice Rink Products <input type="checkbox"/> Janitorial/Cleaning Equipment and Products | <ul style="list-style-type: none"> <input type="checkbox"/> Landscaping & Maintenance <input type="checkbox"/> Landscaping Supplies <input type="checkbox"/> Legal Counsel <input type="checkbox"/> Lift Equipment <input type="checkbox"/> Lighting <input type="checkbox"/> Lockers <input type="checkbox"/> Menu Systems <input type="checkbox"/> Natural Gas <input type="checkbox"/> Office furniture and equipment <input type="checkbox"/> Park Amenities <input type="checkbox"/> Parking Lot Repairs and Line Painting <input type="checkbox"/> Parks and Maintenance Equipment and Service <input type="checkbox"/> Personal Protective Equipment <input type="checkbox"/> Photography <input type="checkbox"/> Playground Equipment <input type="checkbox"/> Portable Rinks <input type="checkbox"/> Print Products <input type="checkbox"/> Recreational Consulting Experts <input type="checkbox"/> Recycled Park/Plastic Products <input type="checkbox"/> Restroom Equipment <input type="checkbox"/> Rink Design & Construction <input type="checkbox"/> Sanitary Maintenance <input type="checkbox"/> Scheduling Software Suppliers <input type="checkbox"/> Scoreboards <input type="checkbox"/> Screen Printing & Embroidering <input type="checkbox"/> Signage <input type="checkbox"/> Sod/Turf/Nursery <input type="checkbox"/> Special Event Rental Equipment <input type="checkbox"/> Sports Equipment & Accessories <input type="checkbox"/> Sprayers & Spreaders <input type="checkbox"/> Swimming Pool Equipment and Chemical Supply <input type="checkbox"/> Tickets/Wrist Bands <input type="checkbox"/> Tractors <input type="checkbox"/> Transportation <input type="checkbox"/> Training Programs <input type="checkbox"/> Trophies <input type="checkbox"/> TV's/LED Screens <input type="checkbox"/> Uniforms <input type="checkbox"/> Unions <input type="checkbox"/> Vandalism Repair Equipment <input type="checkbox"/> Water & Sewage <input type="checkbox"/> Water Treatment <input type="checkbox"/> Workers' Compensation <input type="checkbox"/> Other: |
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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: _____