Port Alberni

Leisure Guide

Advertising 2025

- The City of Port Alberni, Parks Recreation & Culture Department publishes three eLeisure Guides every calendar year.
- Our online eLeisure Guides get between 10k and 20k or more views each season!
- Advertising in the eLeisure Guide offers your organization a unique opportunity to promote your message to a larger audience that enjoys a wide range of recreational activities.
- The eLeisure Guide is a publication for all ages
- The eLeisure Guide is available online at playinpa.ca/guide/

PARKS, RECREATION AND CULTURE
PORT ALBERNI
playinpa.ca

For more information, please contact

The City Of Port Alberni, Parks Recreation & Culture

250-723-2181 or advertising@playinpa.ca

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Advertising Rates & Sizes for the Leisure Guide

INSIDE FRONT COVER
(full bleed)
8.5″ x 11″

INSIDE BACK COVER
(full bleed)
8.5″ x 11″

OUTSIDE BACK COVER
(full bleed)
8.5″ x 11″

INSIDE FULL PAGE
(full bleed)
8.5″ x 11″

1/2 PAGE (column)
3.75″ x 10″

1/2 PAGE (horizontal)
8.5″ x 5.5″

1/4 PAGE (column)
4.25″ x 5.5″

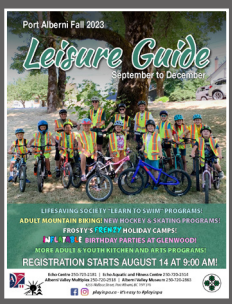
1/8 PAGE (business card!)
4.25 in″ x 2.25″

ADVERTISING DEADLINES

Winter
Booking: Sep 1
Artwork: Nov 1

Spring/Summer
Booking: Jan 1
Artwork: Feb 1

Fall
Booking: Jul 1
Artwork: Aug 1



For information and pricing, please contact
The City of Port Alberni, Parks Recreation & Culture Dept
250-723-2181 or advertising @playinpa.ca

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ADVERTISING BOOKING & CONTRACT

Date: _____

Name of Business: _____

Address: _____

Contact Name: _____ Email: _____

Website: _____ Phone: _____

BOOK YOUR AD
It's Easy!

1. Go to playinpa.ca/advertising and click on the Ad Booking Form.
2. Complete and submit your Ad Booking Form OR
3. Fill out this form and e-mail to advertising@playinpa.ca or fax to 250-723-1035.

AD SIZES/RATES

Regular Pages

1/8 page (business card size) 3.75" x 2.25"	❑ $75
1/4 page (square) 4.25" x 4.25"	❑ $125
1/2 page (horizontal) 8.5" x 4.25"	❑ $200
1/2 page (column) 4.25" x 9.75"	❑ $200
Inside full page 8.5" x 11"	❑ $350

Cover Pages

Inside front cover 8.5" x 11"	❑ $425
Inside back cover 8.5" x 11"	❑ $400
Outside back cover 8.5" x 11"	❑ $400

Placement & Content

Ad placement within the Leisure Guide is at the discretion of the City of Port Alberni. Every effort is made to place ads within the sections of the guide that are compatible with the products and services advertised. However, ads are accepted on a first come, first served basis. Ad space is limited and the City of Port Alberni cannot guarantee acceptance of an advertisement or its location. The City of Port Alberni reserves the right to reject any advertising proposal, and to select advertisers based on criteria established by the City.

Guide Season

❑ Winter (January - March)
❑ Spring/Summer (April - August)
❑ Fall (September - December)

Ad Cost: $ _____

GST (5%): $ _____

Total Amount Due: $ _____

Payment By:

❑ Cheque #_____

Please make cheques payable to "City of Port Alberni"

❑ Cash

CUSTOMER SIGNATURE _____

Please send your completed sales contract to:
City of Port Alberni, Parks Recreation & Culture Dept.
4255 Wallace Street, Port Alberni, BC V9Y 3Y6
p) 250-723-2181 f) 250-723-1035
advertising@playinpa.ca

PLEASE BE ADVISED THAT PAYMENT IS DUE 30 DAYS PRIOR TO THE RELEASE DATE OF THE LEISURE GUIDE YOUR AD IS BOOKED FOR.

Revised January 2026

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Terms of Agreement
ADVERTISING

AD CONFIRMATION AND PAYMENT

- The Advertiser agrees to pay the City of Port Alberni for advertising as scheduled and for the rates and terms as indicated on the reverse of this page.
- The City of Port Alberni will invoice the Advertiser for their ad booking, and payment is due 30 days prior to the release of the Leisure Guide ad is to appear in.

AD CONTENT

- The City of Port Alberni reserves the right to decline any advertising due to space limitations or which is deemed controversial or offensive.

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AD CANCELLATION

- Should an organization wish to cancel the ad after signing the “Advertising Booking & Contract” form, the organization is liable for full payment of the ad.

For more information, please contact

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