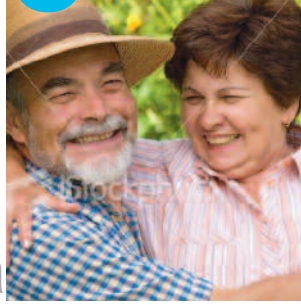


Markham **Life.**



Media Kit
2009/2010



Draft



Winter



Spring



Summer

Introducing Markham Life.

In Fall 2009, the Town of Markham will launch a new and improved Recreation and Culture Guide that better reflects what The Town of Markham has to offer its community members.

The new guide will be rebranded as a “specialty magazine” called **Markham Life: live, learn & play.**

The magazine will cover the full complement of recreational activities and programs; **cultural works** and **celebrations** as well as town initiatives.

The front portion of the magazine would include a message from the mayor as well as a 3 month plan of **upcoming events** and programs overseen by the town.

Draft



Fall

Markham Life will be colour coded into sections, focusing on relevant **Pre-school, Children, Pre-teen, Teen, Adult and Senior Adult** Programs ie: Summer Day Camps: Children, Pre-teen/Teen.
NOTE: Magazine will be made available online (PDF format).

Cover to cover, Markham Life magazine will cater to every age group, chock full of special interest sections — ideal for you — the advertiser. Each magazine will be produced quarterly, with a seasonal focus — editorially and pictorially.





What makes a town of ordinary people an extraordinary community like Markham?

Draft

Markham is one of the most culturally diverse communities in Canada; where you can experience over 65 unique cultures and languages.

Some say you can travel the world without leaving the Town of Markham's borders. And in this community of over **275,000** residents, with an average combined income of **\$100,000+**, people can live a balanced and fulfilling lifestyle that is the envy of the nation.

Whether it's a five-year-old learning to skate in the Parent and Tot Program or a senior adult discovering the recuperative powers of Meditative Yoga, every resident of Markham will find something in **Markham Life** magazine to enrich their lifestyle.

Advertisers will recognize this publication as one of the most cost-efficient methods to reach their target audience within The Town Of Markham.

Here are just a few reasons why The Town of Markham is one of the most desirable urban centres in North America:

- one of the largest municipalities in Canada
- known as "*the high tech capital of Canada.*"
- fabulous shopping
- world-class community theatre
- historical museums
- championship golf courses
- year-round recreational and park facilities
- cultural and heritage festivals
- luxury hospitality accommodations
- superb dining facilities

Draft



Draft

Benefiting all age groups

Markham Life will introduce its' course calendar by age group. The first page of each section will feature an impactful image of a resident engaged in activity.

An additional **18** full-page advertising units have been created as a result! For those advertisers who really want to get noticed in a highly targeted way, full page ad units can be purchased on the **Inside Front**, **Outside Back** and **Inside Back** positions within each age section.

Regular advertising units are also available within each section (half page, quarter page and business card ad sizes).

You don't want to miss out!

The following pages profile each section and will assist advertisers in selecting the appropriate ad placement.

- ❖ Pre-school
- ❖ Children
- ❖ Pre-teen
- ❖ Teen
- ❖ Adults
- ❖ Senior Adults



Pre-School Programs



This section targets parents with pre-school children, ages 1-6 years.

Ideal advertisers would include:

- arts & craft supplies
- cake shops
- clothing stores
- dancewear stores
- family restaurants
- hair salons for tots
- hobby shops
- party supply shops
- pet shops
- pharmacies
- portrait studios
- shoe stores
- sport stores
- toy stores
- walk-in clinics

Here are a few programs offered to Markham pre-schoolers:

Above the Stars

This program will introduce children to the amazing world of stars and planets. Each week will focus on a new star and planet. Participants will have an opportunity to make a planet and take it home. This program is for those who have an interest in space.

Hop, Skip, Jump & Thumb!

This is an active program where the participants will learn nutrition, anatomy and how healthy living and exercise can be fun and exciting.



Element Of Art

For the young artist, who would like to continue to 'brush up and sharpen' their artmaking skills. For the intermediate student, kids will take their knowledge of colour and design principles to the next level. More challenging and complex projects, combining media and forms of expression. Kids will hone their drawing and observation skills through still life and portrait studies, culminating in three dimensional portrayals of these works. Classes will also include visits into the Gallery where the kids will be inspired by the masters of Canadian art.



Children Programs



This section targets parents with children, ages 6-10 years.

Ideal advertisers would include:

- bakeries
- book stores
- candy shops
- clothing stores
- dentists
- family restaurants
- hobby shops
- ice cream parlours
- movie/video stores
- party supply shops
- pharmacies
- shoe stores
- specialty sportswear stores
- toy stores
- party supply shops

Here are a few programs offered to Markham children:



Australian Football

Australian Football or Footy as it is called in Australia, is a fast-paced sport focused on highly skilled play. Footy is very popular in Canada because the sport accommodates all abilities, is low cost, safe and extremely exciting to play and watch. This program will cover the basic skills according to AFL AusKick Canada.



Ballet - Beginner

A basic course covering the technical aspects of ballet, positioning of arms and legs while combining several dance steps.



Cars, Lights and Controls

In this educational program participants design and build remote controlled cars including motors and gears. Kids will be engaged through games, experiments, crafts and competitions to expand their knowledge, team building and confidence.



Pre-Teen Programs



This section targets parents with pre-teens ages, 11-14 years.

Ideal advertisers would include:

- accessories shops
- book stores
- clothing stores
- costume stores
- electronic stores
- family restaurants/foodchains
- hair salons
- hobby shops
- music stores
- orthodontists
- pharmacies
- shoe stores
- sporting goods stores
- variety stores
- video stores

Here are a few programs offered to Markham pre-teens:

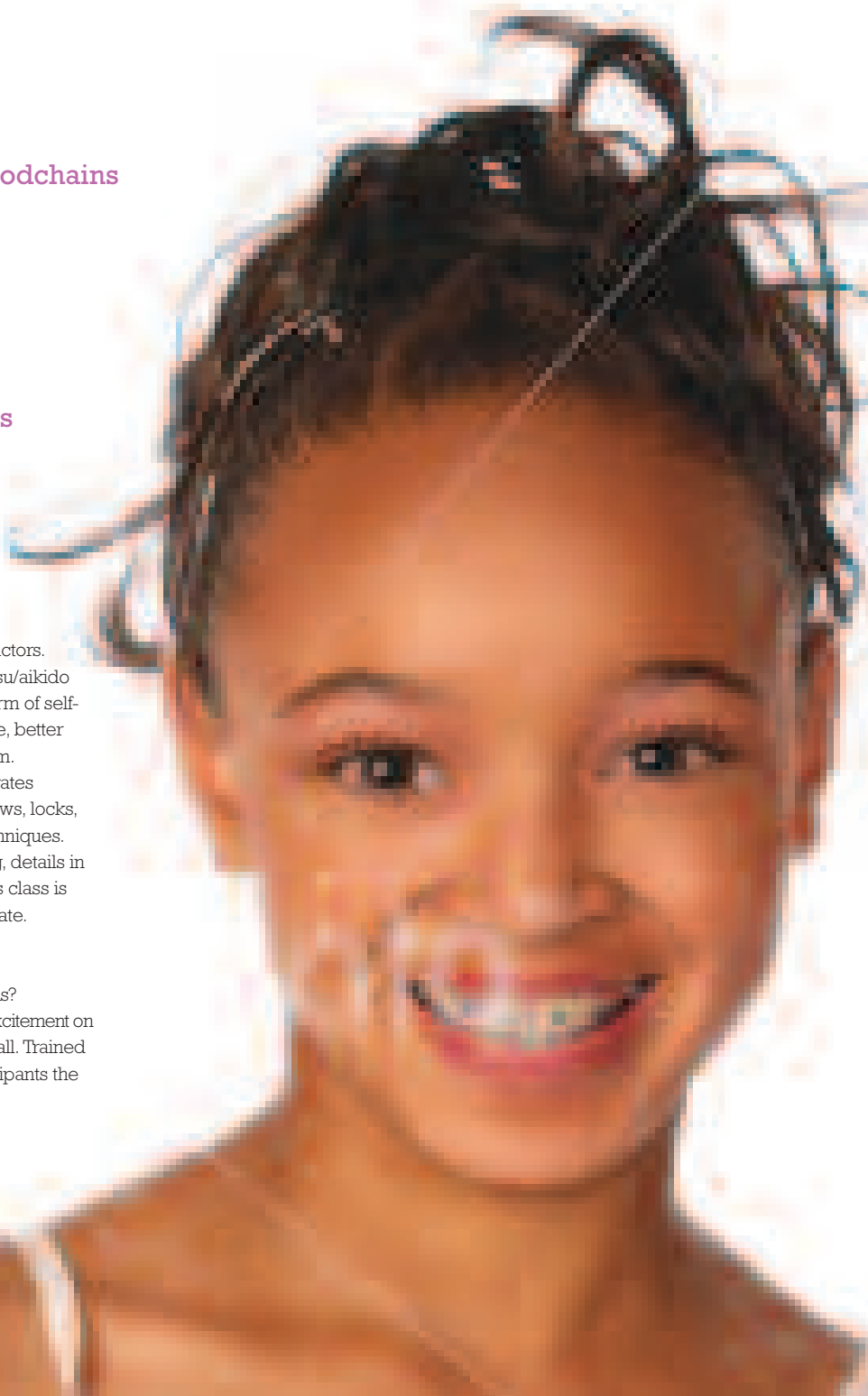
Karate

Learn from black belt instructors. Traditional karate and jiu-jitsu/aikido is a realistic and effective form of self-defense, providing discipline, better co-ordination and self-esteem. This form of karate incorporates katas, punches, blocks, throws, locks, kicks and self-defense techniques. Work towards belt ranking, details in class. Please note that this class is combined with Adult Karate.



Rock Climbing

Are your kids climbing the walls? Send them to Armadale for excitement on our brand new climbing wall. Trained Instructors will teach participants the skills of rock climbing.



Teen Programs

This section targets parents with teens ages, 15-17 years.

Ideal advertisers would include:

- book stores
- bowling alleys
- cafes
- clothing stores
- coffee shops
- cosmetics stores
- dancewear stores
- driving schools
- electronic stores
- hair salons
- hobby shops
- music stores
- pharmacies
- restaurants
- shoe stores
- sporting goods stores
- video stores

Here are a few programs offered to Markham teens:

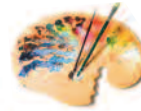


Boxing

Ever wonder why boxers are in such great shape? Join us for this non contact class and you will find out! This class will be geared towards those individuals who have an interest in recreational boxing. Participants will take part in boxing exercises and drills designed to develop endurance and proper boxing form.

Break Dancing

This introductory break dancing program will teach you all the basics you'll need. Learn basic moves such as One Legged Swipes, Six Step Shuffle, and Windmill. We're here to help you groove!



Art-Acrylic Painting

This course for the novice acrylic painter will introduce students to acrylic paint and experiment with a variety of techniques.



Adult Programs

This section targets adults ages, 18-64 years.

Ideal advertisers would include:

- butchers
- car dealerships
- car repair shops
- clothing stores
- coffee shops
- financial services
- gift shops
- home improvement companies/ stores
- insurance companies
- junk removal
- law offices
- real estate agents
- restaurants
- spas
- travel agents

Here are a few programs offered to Markham adults:

Natural Nutrition

Discover the differences between natural and unnatural food. Making sense of the confusion and controversy over vitamin and mineral supplements and how they play an important role in our diets.

Gourmet Cooking

Learn to make healthy and easy gourmet meals using a great blend of flavours and ingredients. This is an interactive cooking program which will lead you through the steps to create meals to be remembered. Food costs included.

Massage For Couples

You and your partner will learn the basic steps to provide a pleasant, relaxing, therapeutic massage in a safe and effective manner.

Long Term Athlete Development # 2

Follow the path of optimal athlete development from puberty to high performance and beyond, to life-long physical activity. Learn how LTAD uses some of the latest research to better define the roles of coaches, sport experts and sport clubs in the Canadian sport system.

Naturopathic Sessions

Learn how to incorporate healthy habits into everyday lifestyle. Learn what choices are available for common ailments. The naturopathic doctor will discuss traditional and alternative remedies for such ailments as fever, colds, flu, ear infections, allergies, women's health and children's health.

A Fusion Cooking Adventure

Indian, Schezuan, Thai & Indonesian. Asian food is now enjoyed all over the world and the best food is found in people's homes. so feed your family a variety of quick and delicious recipes.

Senior Adults Programs



This section targets senior adults, ages 65+ years.

Ideal advertisers would include:

- bakeries
- delicatessen
- dry cleaners
- ear specialists
- eye specialists
- florists
- garden centres
- gift shops
- health food supply stores
- optometrist
- orthopedic stores
- seasonal services / snow + grass removal
- travel agents
- veterinarians



Senior Adults in Action

Senior Adults in Action is an senior adults group, 55 years and up, that meets at the Markham Seniors Activity Centre, 22 Water Street in Markham. This club offers a wide variety of activities including, line dancing, exercise classes, badminton, yoga, bridge, euchre, cribbage, Mah Jong, table tennis, snooker, day trips, special interest sessions and a host of special events.

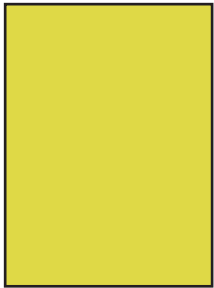
Please call **905-294-5111** for further details and membership information.



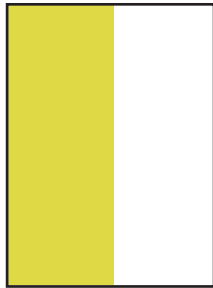
Seniors Armedale Chinese Seniors Program

The Thornhill Seniors Club, members 55 and up, meet at the Thornhill Seniors Centre, 7755 Bayview Ave, Thornhill ON L3T 4P1. The Club offers a wide variety of programs, including line dancing, exercise classes, yoga, tai chi, pilates, woodcarving, Scottish country dancing, contract and duplicate bridge, euchre, badminton, hockey, carpet bowling, day trips, luncheons, and a number of drop-in activities.





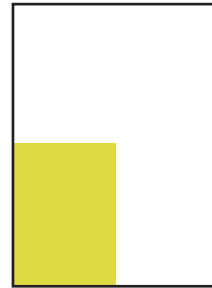
Full page
6.75" x 9.75"



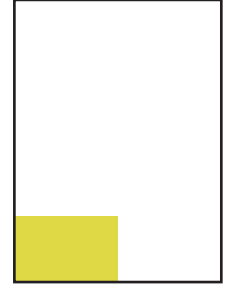
1/2 page Vertical
3.25" x 9.75"



1/2 page Horizontal
6.75" x 4.75"



1/4 page
3.25" x 4.75"



Business Card
3.5" x 2"

Submission Requirements

Advertising rates quoted are based on ads being provided by the advertiser as specified. Electronic files must conform to specifications - see checklist below.

- No bleeds allowed (back cover advertising excepted). All inside ads appear with Markham Recreation Guide header & footer on page.
- All ads are 4/C. We do not presume responsibility for colour matching.
- All ads must be accompanied by colour output.
- "Camera ready" artwork will be rescanned and placed in our files. We cannot be responsible for the reproduction quality of ads that must be scanned from camera artwork provided.
- Ads can be designed in-house for advertisers who do not have supplied artwork. Advertisers will be charged according to the price guide below.

Ad assembly:

- ¼ page \$95.00 minimum
- ½ page \$145.00 minimum
- 1 page \$195.00 minimum
- Biz Card \$45.00 minimum

(Ads assembled from copy and images supplied by client)

Electronic Ad Specifications

All ads being supplied electronically must be supplied in MAC format. The preferred formats for electronic ads are AI, EPS, Hi-res PDF. To ensure trouble-free production of your advertisement, please complete the following check-list and return it with your disk:

- Ads must be provided in one of the following formats Adobe InDesign (CS2 or lower), AI, EPS or PDF (300 dpi minimum, embed or outline all fonts.)
- Ads must be created to exact ad sizes as provided. Only one ad per file.
- No spot colours may be used. All spot colours must be converted to CMYK equivalents.
- All support files must be provided (logos, illustration files and scans)
- All FONTS must be outlined.
- SCANS - for full colour ads, all scans must be hires (minimum 300 dpi) and in CMYK Format. Save in tiff (no LZW compression), eps (not 5-part DCS) or JPG (maximum quality). Scans should be re-sized in photo editing programs and placed in file at 100% - do not scale in layout application.
- ILLUSTRATOR FILES - all linked images must be provided separately, all spot colours converted to CMYK equivalents from within the illustration program.
- Acceptable media include CD-ROM and DVD.



Advertising Contract

Organization: _____ Account Number: _____

Contact Name: _____ Phone Number: _____

Address: _____ Mobile Number: _____

City: _____ Fax Number: _____

Province: _____ E-Mail: _____

Postal Code: _____

Rate Card

Cover

☐ FP Outside Back Cover \$5,500
(plus 5% GST \$275 = \$5,775)

☐ FP Inside Front Cover \$4,500
(plus 5% GST \$225 = \$4,725)

☐ FP Inside Back Cover \$4,500
(plus 5% GST \$225 = \$4,725)

Targeted Sections

☐ FP Outside Back \$3,000
(plus 5% GST \$150 = \$3,150)

☐ FP Inside Front \$3,000
(plus 5% GST \$150 = \$3,150)

☐ FP Inside Back \$3,000
(plus 5% GST \$150 = \$3,150)

☐ Senior

☐ Adult

☐ Teen

Draft

☐ Pre-teen

☐ Children

☐ Pre-school

Regular sections

☐ 1/2 Page vertical \$800
(plus 5% GST \$40 = \$840)

☐ 1/2 Page horizontal \$800
(plus 5% GST \$40 = \$840)

☐ 1/4 Page \$500
(plus 5% GST \$25 = \$525)

☐ Business Card \$300
(plus 5% GST \$15 = \$315)

Frequency Rate

.....
.....
.....
.....
.....
.....

Method of Payment

☐ Cheque ☐ VISA ☐ Mastercard ☐ AMEX

Make cheques payable to: Town of Markham

Serial Number:

Expiry Date: _____ Total Amount: \$ _____

Advertising Agreement: By signing this agreement, I confirm that I wish to place an advertisement in **Markham Life:**

☐ 09 Fall ☐ 09/10 Winter ☐ 10 Spring ☐ 10 Summer published by the Town of Markham. I agree to submit electronic or camera ready artwork, as per the deadlines provided. Should I wish to cancel this agreement once signed, I understand that I am obligated to pay for the entire cost of the ad(s) that I originally reserved. I further agree to pay in full all charges within 30 days of receipt of invoice and that any unpaid charges bear interest at 1.25% per month. I also warrant and represent that the Town owns the intellectual property rights, including copyright, in the material, including artwork, once submitted.

Signature _____ Date of Agreement _____

Organization: _____ Account Number: _____

Contact Name: _____ Phone Number: _____

Address: _____ Mobile Number: _____

City: _____ Fax Number: _____

Province: _____ E-Mail: _____

Postal Code: _____

Ad Size

Cover

☐ FP Outside Back Cover

☐ FP Inside Front Cover

☐ FP Inside Back Cover

Targeted Sections

☐ FP Outside Back

☐ FP Inside Front

☐ FP Inside Back

☐ Senior

☐ Adult

☐ Teen

☐ Pre-teen

☐ Children

☐ Pre-school

Regular sections

☐ 1/2 Page vertical

☐ 1/2 Page horizontal

☐ 1/4 Page

☐ Business Card

Art Assembly Services

GST (5%): _____

PST (8%): _____

Total Amount: \$ _____

Ad Assembly Price Guide:

- ¼ page \$95.00 minimum
- ½ page \$145.00 minimum
- 1 page \$195.00 minimum
- Biz Card \$45.00 minimum

Advertising Agreement: By signing this agreement, I confirm that I wish to request ad assembly for **Markham Life:**

☐ **09 Fall** ☐ **09/10 Winter** ☐ **10 Spring** ☐ **10 Summer** published by the Town of Markham. Should I wish to cancel this agreement once signed, I understand that I am obligated to pay for the entire cost of ad(s) assembly. I further agree to pay in full all charges within 30 days of receipt of invoice and that any unpaid charges bear interest at 1.25% per month. I also warrant and represent that the Town owns the intellectual property rights, including copyright, in the material, including artwork, once submitted.

Signature _____ Date of Agreement _____

Please sign and fax to **905-305-7085**

Attention: Bob Alfano - Langstaff Reed

Booking & Advertising Deadlines

Fall 2009

Booking Deadline: May 15, 2009
Artwork Deadline: June 5, 2009
In Home Delivery: Week of July 26, 2009
Valid from: Jul. - Oct. 2009

Winter 2009/2010

Booking Deadline: August 21, 2009
Artwork Deadline: September 11, 2009
In Home Delivery: Week of November 1, 2009
Valid from: Nov. 2009 - Jan. 2010

Spring 2010

Booking Deadline: November xx, 2010
Artwork Deadline: December xx, 2010
In Home Delivery: Week of February xx, 2010
Valid from: Feb. - Apr. 2010

Summer 2010

Booking Deadline: February xx, 2010
Artwork Deadline: March xx, 2010
In Home Delivery: Week of April xx, 2010
Valid from: May. - Jul. 2010

How to Submit Artwork

Artwork must be received no later than the noted dates, and delivered to:

Langstaff Reed - Impressions in Print

Attention : Bob Alfano

175 Idema Road, Markham,
ON L3R 1A9

Telephone: 905-305-7085

Facsimile: 905-305-7081

bob@langstaffreed.com

Draft



Draft



Ad Rates

Size	Cost
Full Page OBC	\$5,500
Full Page IFC, IBC	\$4,500
Full Page IF, IB, OB targeted sections	\$3,000
1/2 Page vertical or horizontal	\$800
1/4 Page	\$500
Business Card	\$300

IFC = Inside Front Cover
IBC = Inside Back Cover
OBC = Outside Back Cover

Draft



Markham life.

Contact Us

**Mailing Address:**

Markham Civic Centre
101 Town Centre Boulevard,
Markham, Ontario, Canada
L3R 9W3

How to Get Here:

Customer Service:

905-477-5530

Email: customerservice@markham.ca

Business Hours:

Monday to Friday from 8:30 am
to 4:30 pm (excluding holidays)

Switchboard:

If you know the extension of the person
you are trying to reach or calling after
hours, please call 905-477-7000.

Website Contact:

For information about this website contact
webmaster@markham.ca

