

ADVERTISE

IN THE
25/26

Guide!

The City of Surrey's Recreation Guide reaches well over 400,000 people with information on local recreation and leisure activities.

The guide will be available online at surrey.ca/register or you can pick up a printed copy at any City of Surrey facility, library and City Hall.

BOOK YOUR AD

It's Easy!

- 1 Go to surrey.ca/advertising and click on the Ad Request Form.
- 2 Complete and submit your Ad Request Form.
- 3 E-mail your ad to recguideads@surrey.ca

Time Lines

Subject to change

Summer Jul-Aug 2025

Booking Open..... Feb 25, 2025
Booking Deadline.... Mar 18, 2025
Artwork Deadline.... Apr 2, 2025
Distribution..... May 17, 2025

Fall Sep-Dec 2025

Booking Open..... May 5, 2025
Booking Deadline.... May 26, 2025
Artwork Deadline.... Jun 11, 2025
Distribution..... Jul 19, 2025

Winter Jan-Mar 2026

Booking Open..... Sep 8, 2025
Booking Deadline.... Sep 29, 2025
Artwork Deadline.... Oct 15, 2025
Distribution..... Nov 22, 2025

Spring Apr-Jun 2026

Booking Open..... Nov 17, 2025
Booking Deadline.... Dec 8, 2025
Artwork Deadline.... Jan 7, 2026
Distribution..... Feb 14, 2026

Advertising Rates

Inside Pages Grayscale

1/16 page.....\$350\$300* Non-profit
1/8 page.....\$500\$400* Non-profit
1/4 page.....\$700\$500* Non-profit
1/2 page.....\$900\$700* Non-profit
Full page.....\$1350\$900* Non-profit

Covers Full Colour

Full page Inside Front.....\$3000
Full page Inside Back.....\$2200
GST applicable on all charges.

**Accredited non-profit rate. Payment is due upon receipt of invoice. Should you wish to cancel your ad after submitting your Ad Request Form, or you have not supplied your artwork by the specified deadline, you are still liable for the full payment of your ad.*

For further information, please call 604-598-5755.

Ad Sizes

Inside Pages Grayscale

1/16..... 1.92" w x 3.05" h
1/8..... 4.18" w x 3.05" h
1/4..... 4.18" w x 6.4" h
1/4..... 8.67" w x 3.05" h
1/2..... 8.67" w x 6.42" h
Full..... 8.67" w x 13.125" h

Covers Full Colour

Full..... 10" w x 15.125"
add .25" bleed no trim marks
keep text .375" from trim edge

If you are having difficulty with the technical aspects related to ad production, the support of a professional graphic designer is typically required. This ensures that ads can be subsequently reproduced in print and online at a high quality and resolution level.

Submission Requirements

PDF The preferred file format for ad material submissions. Use press quality distiller settings. Embed all fonts or convert fonts to outline, do not subset fonts. Do not create your ad in a photo editing program, it is best to use a vector based program for print and online ads. Any images or logos within your ad should be 300 DPI at 100% of the size you require.

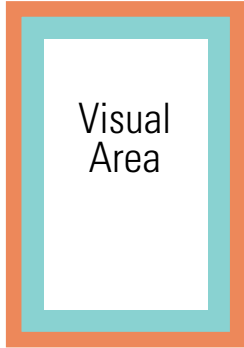
Inside Ads for printed guide must be **Grayscale**, at no extra cost you may supply a colour version of your ad for our online guide.

Cover Ads must be **CMYK**.
.25 inch bleed, no trim marks.

BLEED SIZE 10.5" w x 15.625" h
TRIM SIZE 10" w x 15.125" h
VISUAL AREA 9.25" w x 14.375" h

AD SIZES

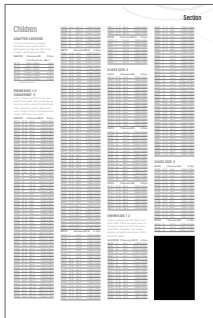
COVERS *(Full Colour)*



When creating a full colour cover page ad, please refer to the above three measurements for Visual Area, Trim Size and Bleed Size

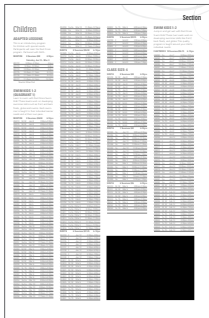
No trim or bleed marks required

INSIDE PAGES *(Grayscale)*



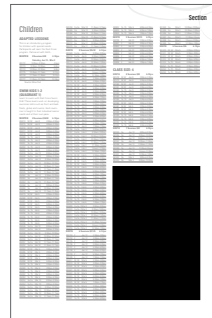
$\frac{1}{16}$

1.92" x 3.05"



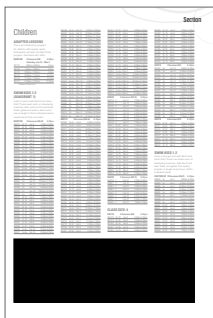
$\frac{1}{8}$

4.18" x 3.05"



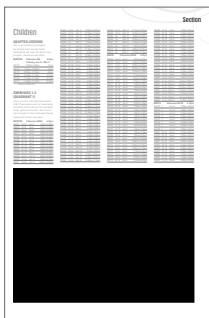
$\frac{1}{4}$

4.18" x 6.4"



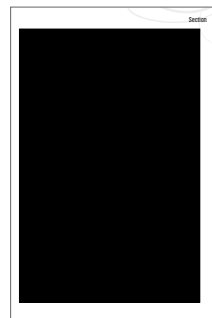
$\frac{1}{4}$

8.67" x 3.05"



$\frac{1}{2}$

8.67" x 6.42"



Full

8.67" x 13.125"