

**Advertising Guidance Document**

**This document is intended to guide the ECPCA Board and interested Vendors wishing to Advertise on the ECPCA website www.ecpark.ca and the community newsletter delivered to the East College Park 1900 resident 1 to 2 times per year. The ECPCA is a non-profit organization and often leverages advertising revenue to offset newsletter and website operational costs.**

**The ECPCA reserves the right to ensure that any and all advertising or website links fall in line with the ECPCA code of ethics, follow all applicable city of Saskatoon Bylaws, serves the best interest of the city of Saskatoon, its communities and community members. All advertising approvals will be made by an ECPCA Board appointed member or by the Board itself prior to posting.**

**Advertising Types:**

**Newsletter**

**– our community association newsletter reaches approximately 1900 ECP community residents 1-2 times per year, consistently mid August for our AGM announcement, and sometimes January or March as the seasons change and our community programs are renewed. To manage our costs and waste in newsletter printing, ECPCA most often will opt to grayscale, double sided printing for its deliverable product**

**-advertising slots on the newsletter are available in business card size and 1/4 page. Below is typical guidance rates for newsletter advertising that is comparable to most COS Community Associations**

|  |  |  |
| --- | --- | --- |
| Newsletter Advertising Size |  | Annual |
|  |  |  |
| Business Card |  | $50  |
|  |  |  |
| 1/4 Page (8 1/2" x 11" Typ) |  | $75 |

**Website**

**-Our Community Association website, www.ecpark.ca is regularly updated and maintained with our community happenings, events, celebrations and seasonal programming. We have links established through the City of Saskatoon website www.saskatoon.ca for city wide visibility. Recently, we have moved to on-line registration which provides additional visibility from our members and participants throughout the city.**

**-Advertising slots on the website are available in business card size and 1/4 page (with or without hyperlink to websites) for annual durations. Annual start for ECPCA is August 15. Below is typical guidance rates for website advertising.**

|  |  |  |  |
| --- | --- | --- | --- |
| Website Advertising Size |  | Annual | Annual Web and Newsletter Combo  |
|  |  |  |   |
| Business Card |  | $75  | **$100**  |
|  |  |  |  |
|  |  |  |  |
| 1/4 Page |  | $100  | **$150**  |
|  |  |  |  |
|  |  |  |  |

**Payment**

**– Invoices/instruction will be generated and emailed to the advertising requestor upon approval of the advertising request. Invoice terms are net 30 days. All Requests should be in and received at least two weeks prior to Newsletter to press dates – These Dates are typically August 1, January 1 and Feb 15 depending on the season. Stay in touch via www.ecpark.ca to secure your timing.**

**Invoices will be generated via Pay-Pal and the user will be directed from there for payment – an ECPCA membership fee of $15.00 will be added to your total and you will be an honorary member**

**Alternative methods of Invoice Payment can be made by contacting the ECP Advertising coordinator as listed via the www.ecpark.ca website.**