



Town of **SLAVE LAKE**

ADVERTISING OPPORTUNITIES

Are you interested in promoting your business locally? The Town of Slave Lake has a number of indoor and outdoor advertising assets available for your advertising needs.

TAKE YOUR BUSINESS OR COMMUNITY EVENT TO THE NEXT LEVEL



Marketing is an essential aspect of many companies' business development plans. It allows companies to gain new clients and grow their business network.



Increase Sales

An effective marketing strategy has a direct correlation between the strategy and a company's sales numbers.



Improve Recognition

Marketing can improve brand recognition. A great marketing campaign may help people to remember a company for years, simply based on a single campaign.



Promote an Event

Non-profit organizations can take advantage of reduced rates to promote their organization, initiative, or community event.

About us

The Town of Slave Lake is committed to building opportunities by growing business, industry, and population, while promoting ourselves and our exceptional quality of life.

Why Choose us

- ✓ Our team consists of dedicated Communications professionals who will work with you to achieve your advertising goals.
- ✓ Variety of advertising assets: indoor, outdoor, digital, print, ice, rink boards, stair risers, etc.
- ✓ The Town of Slave Lake offers competitive pricing for both business and non-profit organizations.



<https://www.slavelake.ca>



780-849-8000



sales@slavelake.ca



DIGITAL ADVERTISING

The Town of Slave Lake has both indoor and outdoor digital advertising assets available for your advertising needs.



Digital Advertising Asset Summary

Asset	Location	Features	Weekly Rate
Outdoor Digital Displays (2)	Main Street and 6th Ave SW & Main Street and Highway 2	Size: 4' x 10' Pixel Resolution: 6.6mm Media Types: Static and Video	<u>Static Media:</u> Business = \$95 Non-Profit = \$47.50 <u>Video Media:</u> Business = \$149 Non-Profit = \$74.50
Facility TV's (4)	Multi-Rec Centre; Town Office Lobby; Northern Lights Aquatic Centre; Legacy Centre	Size: 32" - 42" High-definition display	Business = \$45 Non-Profit = \$22.50
All Digital Signs			Business = \$129 Non-Profit = \$64.50



**10%
OFF**

**20%
OFF**

**40%
OFF**

Discounts will be offered to clients who sign longer term commitments



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MRC ADVERTISING

The Town of Slave Lake has a variety of indoor advertising assets available at the Multi-Recreation Centre.



Multi-Rec Centre Advertising Asset Summary

Asset	Size	Arena 1 - Annual Rate	Arena 2 - Annual Rate	Field House
Rink Board - Small	3'6" - 4'3" x 33.5"	\$275	\$125	\$250
Rink Board - Large	5'9" - 8' x 33.5"	\$420	\$250	\$400
Wall Mount	8' x 4'	\$1,100	\$750	\$750
End Wrap (Goal Line to Goal Line)			\$2,000	\$2,500
End Wrap - Partially Obstructed			\$1,000	
Bleacher Stair Risers		\$500		
Zone Wrap (Goal Line to Blue Line)			\$1,500	\$1,750
Zone Wrap - Partially Obstructed			\$750	
Arena Board Glass	6' x 200' (panel size 6' x 45')	\$2,750	\$1,500	
Ice Logo - Blue Line to Centre		\$1,375	\$750	
Ice Logo - Blue Line to Goal Line		\$1,300	\$600	
Zamboni		\$1,100		

**10%
OFF**

Discounts will be offered to clients who purchase multiple ad spaces at the Multi-Rec Centre



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CHARITY PARK AND DESIGN INFORMATION



Charity Park and Sinclair Sports Field

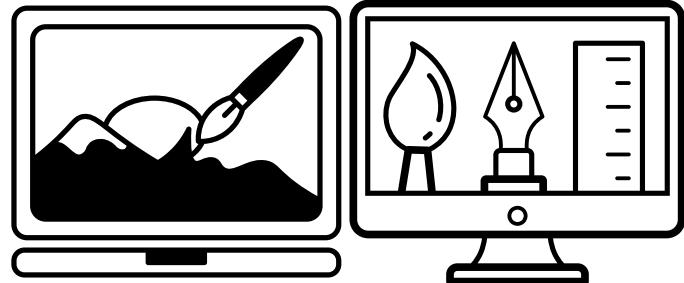
Asset	Size	Annual Rate
Fence Board - Large	8' x 4'	\$500

Graphic Design

All signage and advertisements must conform to Town specifications. All costs associated with the development of the advertisement, sign, design, painting, and set-up fees are the responsibility of the advertiser. The advertiser will also be responsible for damages or problems arising from material used in the installation. The Town of Slave Lake does not provide graphic design support or video editing services.

Advertising Cycle

An advertising cycle will consist of up to 60, 8-second time slots with the goal of each ad getting airtime at least every 8 minutes. Video advertisements will run for an airtime of up to 20 seconds per ad.



Looking to advertise on an Town-owned asset not listed? Contact us at sales@slavelake.ca and we will work with you to make your advertising goals become a reality.

Advertising space will be available on a first-come, first-served basis. Acceptable advertising will be guided by the Canadian Code of Advertising Standards.



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