



BYLAW NO. #21-2024

Commercial Advertising Rates Bylaw

BEING A BYLAW OF TOWN OF SLAVE LAKE IN THE PROVINCE OF ALBERTA

A Bylaw of the Town of Slave Lake, in the Province of Alberta for the purpose of establishing Commercial Advertising Rates in Town owned and operated facilities and assets in the Town of Slave Lake.

WHEREAS, paragraph 8 of the *Municipal Government Act*, Chapter M-26, 2000 and amendments, thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

WHEREAS, paragraph 6 gives a municipality natural person powers, which imply the power to charge for goods and services provided, and

WHEREAS, the municipality has developed a policy on Commercial Advertising permitting the sale of advertising on designation areas within the Town owned and operated recreation facilities and other town assets to be consistent and equal to all parties involved,

THEREFORE, be it resolved that the Council of Town of Slave Lake in the Province of Alberta, duly assembled hereby enacts as follows:

- THAT the rates specified in the Schedules attached, be charged on for the Commercial Advertising specified.
- THAT the Schedules attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.
- THAT this bylaw shall come into full force and effect upon receiving third and final reading.
- This Bylaw rescinds Bylaw #04-2022, Bylaw #01-2023, and Bylaw #21-2023

1. CITATION

- 1.1. This Bylaw may be cited as "Commercial Advertising Rates Bylaw".
- 1.2. Where the provisions of this Bylaw conflict with the provision of any other Bylaw of the Town of Slave Lake, this Bylaw shall prevail.

2. ASSUMPTIONS

- 2.1. A month is considered 4 weeks, quarter is 3 months, biannual is 6 months, and annual is 12 months.
- 2.2. Prices do not include GST or discounts.
- 2.3. It will be the responsibility of the advertiser to ensure that their ad is the correct size. The Town of Slave Lake will not provide graphic design



support or video editing services. Advertisements will be aired as is or declined if they are not submitted in the correct size or format.

- 2.4. Videos will air for a maximum of 20 seconds.
- 2.5. Static advertisements will air for a minimum of 8 seconds per cycle.
- 2.6. Video advertisements will not contain sound.

READ A FIRST TIME THIS 10 DAY OF DEC 2024.

H Ward J H

MAYOR CHIEF ADMINISTRATIVE OFFICER

READ A SECOND TIME THIS 11 DAY OF DEC 2024.

H Ward J H

MAYOR CHIEF ADMINISTRATIVE OFFICER

READ A THIRD TIME THIS 10 DAY OF DEC 2024.

H Ward J H

MAYOR CHIEF ADMINISTRATIVE OFFICER



SCHEDULE A: COMMERCIAL ADVERTISING RATES AT MULTI-REC CENTRE

Location	Asset	Price
Arena 1	Large Rink Board (5'9" to 8' x 33.5")	\$420.00
	Small Rink Board (3'6" to 4'3" x 33.5")	\$275.00
	Wall Mount - 8' x 4'	\$1,100.00
	Bleacher Stair Risers	\$500.00
	Arena Board Glass 6' x 200' (panel size 6' x 45')	\$2,750.00
	Ice Logo - Blue Line to Centre Ice	\$1,375.00
	Ice Logo - Blue Line to Goal Line	\$1,300.00
Arena 2	Large Rink Board (5'9" to 8' x 33.5")	\$250.00
	Small Rink Board (3'6" to 4'3" x 33.5")	\$125.00
	Wall Mount 8' x 4'	\$750.00
	Arena Board Glass 6' x 200' (panel size 6' x 45')	\$1,500.00
	Ice Logo - Blue Line to Centre Ice	\$750.00
	Ice Logo - Blue Line to Goal Line	\$600.00
	End Wrap (Goal Line to Goal Line)	\$2,000.00
	End Wrap - Partially Obstructed (Goal Line to Goal Line)	\$1,000.00
	Zone Wrap (Goal Line to Blue Line)	\$1,500.00
	Zone Wrap - Partially Obstructed (Goal Line to Blue Line)	\$750.00
Field House	Large Rink Board (5'9" to 8' x 33.5")	\$400.00
	Small Rink Board (3'6" to 4'3" x 33.5")	\$250.00
	Walking Track Wall Mount 8' x 4'	\$750.00
	End Wrap (Goal Line to Goal Line)	\$2,500.00
	Zone Wrap (Goal Line to Blue Line)	\$1,750.00
Kiosk	Real Estate Kiosk	\$2,000.00
Zamboni	Zamboni Advertisements	\$1,100.00



Notes

- As per the Commercial Advertising Policy, advertisers are responsible for the creation and printing of their advertisements.
- Clients that purchase multiple ads in the MRC receive a 10% discount on their advertising.
- Annual Charge, GST not included. Advertisements are placed on a first come, first served basis with returning clients having first right of refusal.



SCHEDULE B: COMMERCIAL ADVERTISING RATES FOR FACILITY AND COMMUNITY DIGITAL SIGNS

Community (Outdoor) Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
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Third-Party / Business	\$95	\$380	\$4,560
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Not-for-Profit	\$47.50	\$190	\$2,280
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Facility (Indoor) Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
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Third-Party / Business	\$45	\$180	\$2,160
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Not-for-Profit	\$22.50	\$90	\$1,080
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All Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
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Third-Party / Business	\$129	\$516	\$6,192
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Not-for-Profit	\$64.50	\$258	\$3,096
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Video Advertisements

Community (Outdoor) Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
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Third-Party / Business	\$149	\$596	\$7,152
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Not-for-Profit	\$74.50	\$298	\$3,576
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Notes:

- As per the Commercial Advertising Policy, advertisers are responsible for the creation and printing of their advertisements.
- To encourage longer advertising commitments, the Town of Slave Lake is offering a discounted rate based on commitment term. The following is the discount scheme based on length of commitment:
 - 10% off quarter commitment
 - 20% off biannual commitment
 - 40% off annual commitment



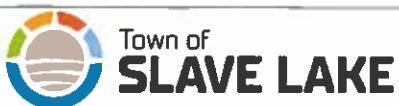


SCHEDULE C: COMMERCIAL ADVERTISING RATES FOR BASEBALL DIAMONDS (CHARITY PARK, SINCLAIR BALL DIAMONDS)

Asset	Price
Large Board (8' x 4')	\$500

Notes:

- As per the Commercial Advertising Policy, advertisers are responsible for the creation and printing of their advertisements.
- Annual Charge, GST not included. Advertisements are placed on a first come, first served basis with returning clients having first right of refusal.



SCHEDULE D: COMMERCIAL ADVERTISING RATES FOR RECREATION PROGRAM GUIDE

Asset	Price
1/4 Page Advertisement	\$150
1/2 Page Advertisement	\$300
Full Page Advertisement	\$500

Notes:

- As per the Commercial Advertising Policy, advertisers are responsible for the creation and design of their advertisements.
- All advertisements will be in full colour.
- Recreation program guides are typically released quarterly.
- Annual Charge, GST not included. Advertisements are placed on a first come, first served basis with returning clients having first right of refusal.