



REC
media

Media Kit

2019 | 2020

VANCOUVER | CALGARY | TORONTO | MONTREAL



With **25 years** experience; Rec Media is the **leading provider** of **media** space in athletic **recreational** facilities across **Canada**.



- One contract
- One invoice
- One production run
- One point of contact



We are the only media space provider in recreational facilities that is **audited** by COMMB.



Rec Media Inc.



@recmediainc



@recmediainc



Rec Media Inc.

RecMedia.com

advertise@recmedia.com

888-746-5237

WHERE THE COMMUNITY HAS ALWAYS BEEN

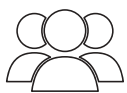


Our Reach

Unparalleled National, Regional & Local market reach, with access to **5,000 + facilities**, coast to coast.



Our Audience



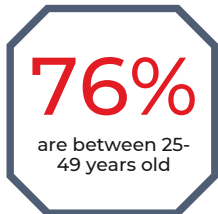
180k
AVG AUDIENCE
PER ARENA



5,000 +
LOCATIONS



900M
AVAILABLE
IMPRESSIONS



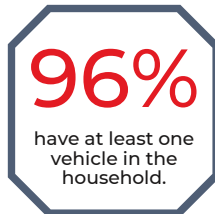
vs. Canadian population at 34%
Index 2.24



vs. Canadian population at 28.5%
Index 2.21



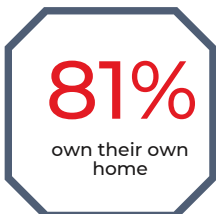
vs. Median HHI for end of 2015 = \$70,336
Index 1.42



vs. Canadian population vehicle registrations at 93%.
Index 1.03



vs. Canadian population at 65.2%.
Index 0.78



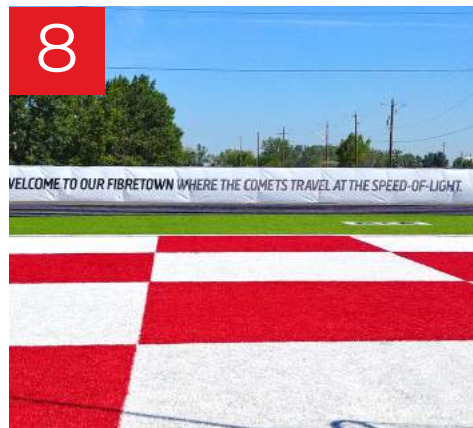
vs. Canadian population at 66.4%.
Index 1.22



vs. Canadian population at 57%.
Index 1.32



Traditional + Innovative Advertising Opportunities



1 | Rinkboards

2 | Wallboards

3 | Framed Posters

4 | Wall Murals

5 | Door Wraps

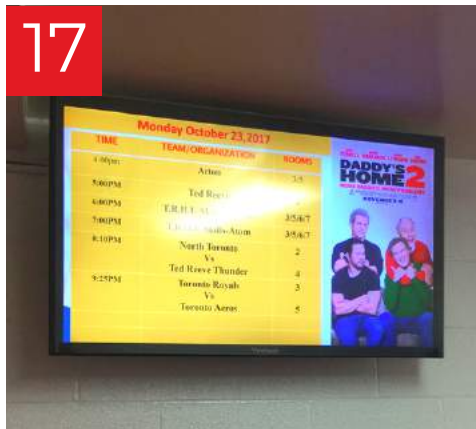
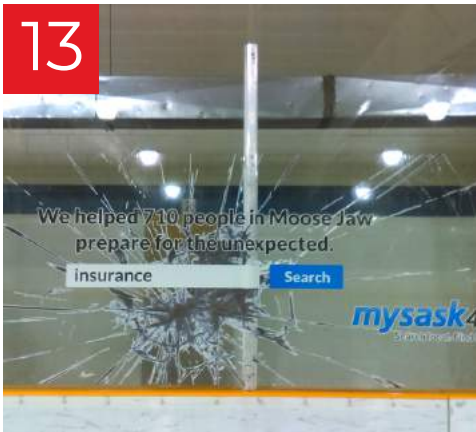
6 | Mega Banners

7 | Outdoor Banners

8 | Kingsize Outdoor Banners

9 | Floor Decals

Traditional + Innovative Advertising Opportunities



10 | Stair Risers

11 | Kingsize Rinkboards

12 | Ice Resurfacer Wraps

13 | Glass Decals

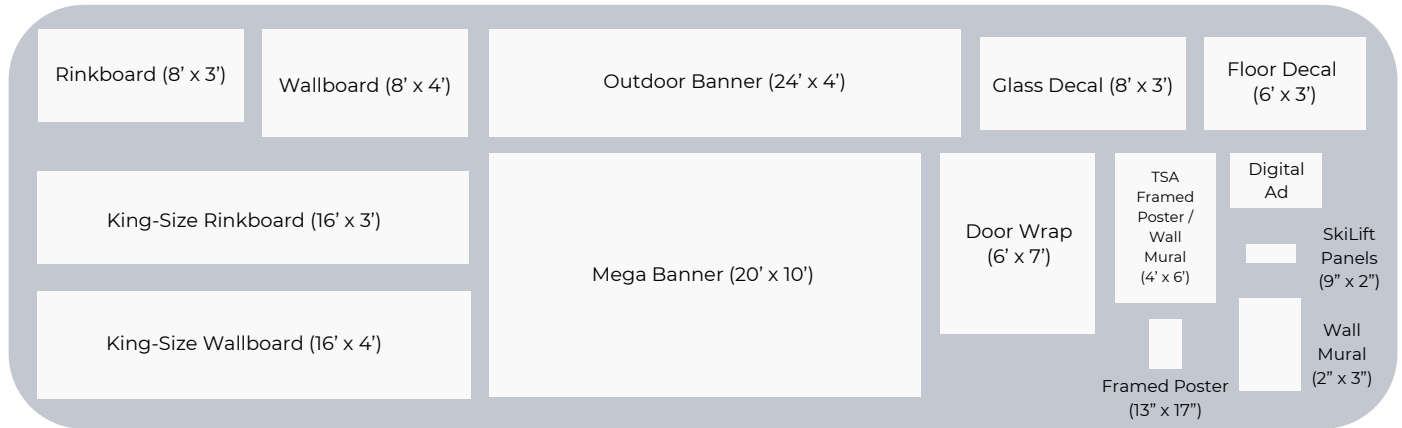
14 | Sampling

15 | Experiential

16 | Ski Lift Panels

17 | Digital

18 | Naming Rights & Sponsorships



Rate Ranges

Example Campaign	Facility Type	Medium Example	Rate Range per Placement	Example # of Placements	Approx. Campaign Budget Range
Local Campaign e.g. City Wide	Arena	Rinkboard/Poster	\$800 - \$2,800	5	\$4,000 - \$14,000
	Outdoor Athletic Park	Banner	\$750 - \$2,300	5	\$3,750 - \$11,500
	Indoor Soccer	Wallboard/Banner/Poster	\$800 - \$2,500	2	\$1,600 - \$5,000
	Ski Hill	Ski Lift panel	\$60 - \$80	50	\$3,000 - \$4,000
Regional Campaign e.g. Provincial	Arena	Rinkboard/Poster	\$800 - \$2,800	20	\$16,000 - \$56,000
	Outdoor Athletic Park	Banner	\$750 - \$2,300	10	\$7,500 - \$23,000
	Indoor Soccer	Wallboard/Banner/Poster	\$800 - \$2,500	7	\$5,600 - \$17,500
	Ski Hill	Ski Lift panel	\$60 - \$80	100	\$6,000 - \$8,000
National Campaign e.g. Major Markets	Arena	Rinkboard/Poster	\$800 - \$2,800	75	\$60,000 - \$210,000
	Outdoor Athletic Park	Banner	\$750 - \$2,300	25	\$18,750 - \$57,500
	Indoor Soccer	Wallboard/Banner/Poster	\$800 - \$2,500	20	\$16,000 - \$50,000
	Ski Hill	Ski Lift panel	\$60 - \$80	150	\$9,000 - \$12,000
National Campaign e.g. Small + Major Markets	Arena	Rinkboard/Poster	\$800 - \$2,800	200	\$160,000 - \$560,000
	Outdoor Athletic Park	Banner	\$750 - \$2,300	175	\$131,250 - \$402,500
	Indoor Soccer	Wallboard/Banner/Poster	\$800 - \$2,500	150	\$120,000 - \$375,000
	Ski Hill	Ski Lift panel	\$60 - \$80	300	\$18,000 - \$24,000

The above campaign examples and budget ranges are representative only and provide sample variables for planning purposes. Digital and experiential campaigns require custom quotes.

All campaigns are customizable according to desired target markets, budget range and campaign goals. Pro and Semi-Pro team facilities can be added (rates not reflected above).

Rate ranges vary according to quantities, term and markets requested; per unit costs decrease by volume and time. A premium may be added for select special requests/positions.

All rates will be quoted based upon campaign information provided; final contract costs may alter if campaign quantities, media and/or markets are revised. Markets are subject to availability during execution. Clients will be notified of changes in advance.

Rec Media reserves the right to charge a fee for provision of proprietary information and/or consultation that may not result in a campaign booked through REC Media; equally, REC Media may choose to waive this fee depending upon negotiated terms of usage.

Production costs are quoted separately. Please allow for approximately two to three weeks for full campaign execution once creative is received.

For a more detailed quote, creative assistance or detailed production specs, please contact:

advertise@recmedia.com
888-746-5237