



## ADVERTISING RATES

|   | <b>2010 + Applicable Taxes</b><br><i>3 year contracts – rate at the time of agreement<br/>(1.5% increase)</i>            | <b>2011 + Applicable Taxes</b><br><i>3 year contracts – rate at the time of agreement<br/>(1.5% increase)</i>            | <b>2012 + Applicable Taxes</b><br><i>3 year contracts – rate at the time of agreement<br/>(1.5% increase)</i>            |
|---|--|--|--|
| Rink Board  | <b>\$334.95</b><br>(per year – 4 ft. + production + lexan)<br><b>\$669.90</b><br>(per year – 8 ft. + production + lexan) | <b>\$339.97</b><br>(per year – 4 ft. + production + lexan)<br><b>\$679.95</b><br>(per year – 8 ft. + production + lexan) | <b>\$345.07</b><br>(per year – 4 ft. + production + lexan)<br><b>\$690.15</b><br>(per year – 8 ft. + production + lexan) |
| (10% discount with 3 yr. contract)<br>(50% off second rink board, one in each rink and the same advertiser, with continued 10% discount with 3 year contract) |  |  |  |
| Ice Resurfacers   | <b>\$558.25</b><br>(per year – ½ of 1 side + production)<br>\$1,750.88<br>(top + production)                             | <b>\$566.62</b><br>(per year – ½ of 1 side + production)<br><b>\$1,777.14</b><br>(top + production)                      | <b>\$575.12</b><br>(per year – ½ of 1 side + production)<br><b>\$1,803.80</b><br>(top + production)                      |
| Ice Advertising   | <b>\$837.38</b><br>(+ production)  | <b>\$849.94</b><br>(+ production)  | <b>\$862.69</b><br>(+ production)  |
| Score Clock   | <b>\$1,015.00</b><br>(per illuminated panel per year + production)<br>(minimum 3 year commitment)                        | <b>\$1,030.23</b><br>(per illuminated panel per year + production)<br>(minimum 3 year commitment)                        | <b>\$1,045.68</b><br>(per illuminated panel per year + production)<br>(minimum 3 year commitment)                        |
| Time of Day Clock   | <b>\$507.50</b><br>(per illuminated panel per year + production)<br>(minimum 3 year commitment)                          | <b>\$515.11</b><br>(per illuminated panel per year + production)<br>(minimum 3 year commitment)                          | <b>\$522.84</b><br>(per illuminated panel per year + production)<br>(minimum 3 year commitment)                          |
| Brochure Listing  | <b>\$101.50</b><br>(per year)  | <b>\$103.02</b><br>(per year)  | <b>\$104.57</b><br>(per year)  |
| Lobby Signage<br><i>With location approved by<br/>the East Elgin Community<br/>Complex Board of<br/>Management</i>  | <b>\$30.45/square foot</b>   | <b>\$30.91/square foot</b>   | <b>\$31.37/square foot</b>   |

*Proposed 2012 Advertising Rates  
Revised: February 8, 2010*