

ARENA & FIELD BOARD ADVERTISING

The Leduc Recreation Centre (LRC) hosts over 1.2 million people per year. Get your brand out in front of the crowd by building year-round presence.

The LRC provides incredible exposure. Studies have shown that the average spectator spends sixty (60) minutes per arena visit and often visits multiple LRC amenities more than once a week.

Advertising on City of Leduc boarded surfaces provides an opportunity for business owners to increase brand exposure all while supporting the facility and sports in the greater Leduc area.

Purchasing board advertising in multiple Leduc facilities increases your marketing campaign impact by reaching a broader demographic.

Aspen Custom Trailers Arena – LRC Arena
(Seating of 1200)

Chemco Arena – LRC Arena (Seating of 300)

Wilhawk Beef Jerky Arena – LRC Arena (Seating of 300)

Alexandra Arena – City Centre Arena (Seating of 300)

Leduc Co-op Fieldhouse – boarded soccer and lacrosse centre - LRC Fieldhouse (Seating of 300)

RINK & FIELD BOARD ADVERTISING

| Boards | 1-Year | 2-Year |
|----------------------|--------|--------|
| First | \$1200 | \$1100 |
| Second | \$1000 | \$900 |
| Third | \$950 | \$850 |
| Fourth | \$900 | \$800 |
| Alexandra Arena Only | \$600 | \$500 |



ADVERTISING TERMS & GUIDELINES

- All ads are in full colour
- All advertising pre-paid
- Artwork provided to spec, on deadline
- No refunds for booked space
- Ads are accepted on a first-come first-served basis

PAYMENT METHODS

Visa
MasterCard
Cash/Cheque

You don't need to do it all on your own.

Graphic Design services are available for \$65/hour.

BOOK YOUR AD

Denise Broadbent

Corporate Partnerships Coordinator

780-980-7178 | dbroadbent@leduc.ca

Ad placement is at the discretion of the City of Leduc. Advertising is governed by the City of Leduc Sponsorship & Advertising Policy. The City of Leduc cannot guarantee the acceptance of advertising material or its placement, and reserves the right to reject any advertising proposal. The advertiser warrants and represents that the advertiser has ownership of all material subject to copyright. The City of Leduc is not responsible for content errors in submitted electronic artwork or for any advertisement submitted or revised after deadline.

Multiple board rates and discounts are available. Prices do not include GST. Creative production and delivery is the responsibility of the advertiser. Installation by the City of Leduc within 7 days from delivery. Contracts are billed annually from the date of the installation. Proofs of proposed artwork are subject to the approval of the City of Leduc prior to final board production and installation as per the City of Leduc Advertising and Sponsorship Policy (City-leduc-advertising policy).

