

2023



**NORTH SHORE**  
**WINTER CLUB**

*Since 1958*

**MEDIA KIT**

# ADVERTISE WITH THE NSWC

The North Shore Winter Club (NSWC) is a full-service, family athletic club located in North Vancouver. Since 1958, members have contributed to generational excellence in hockey, skating, tennis, swimming and fitness. NSWC members are part of a tightknit community, providing a captive audience on the North Shore.

## DEMOGRAPHICS

**58%**

Male

**42%**

Female

**123,000**

average Income

**50%**

are families

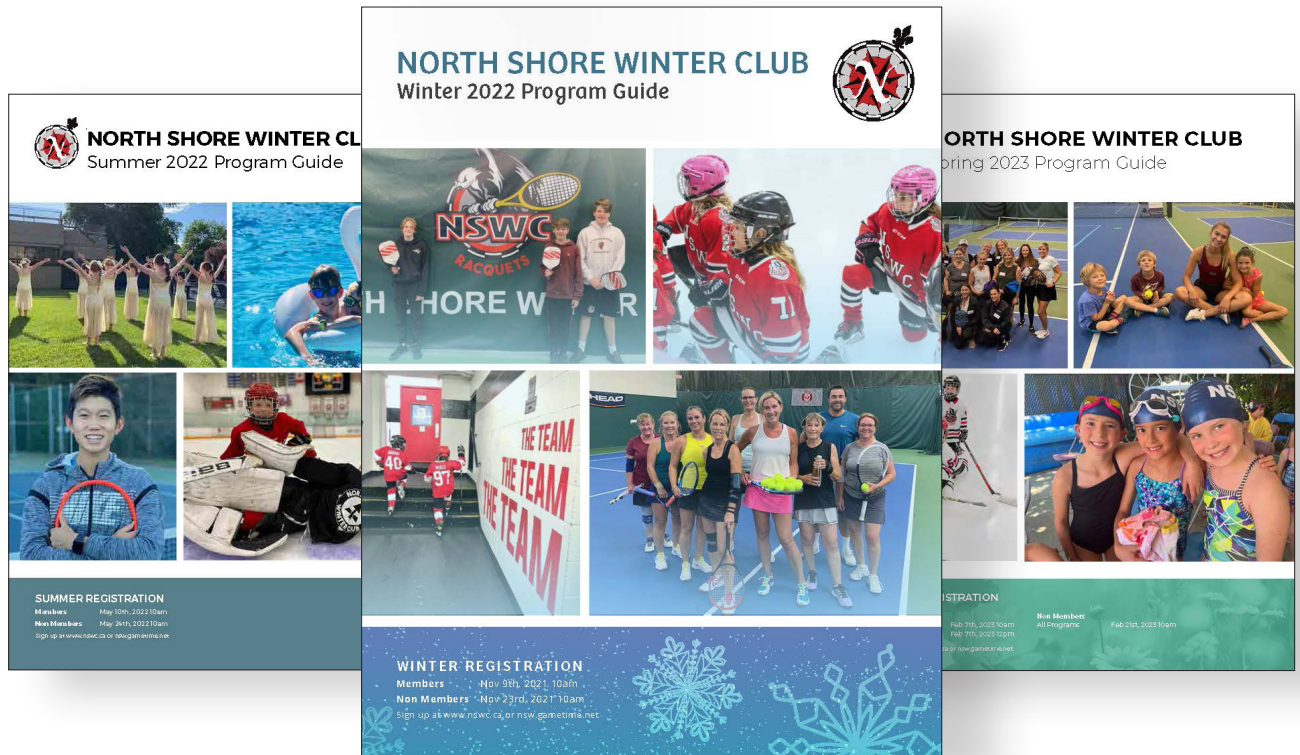
**35%**

between ages  
of 36-54

**44%**

between ages  
of 0-25





# PROGRAM GUIDE

**The NSWC Program Guide is published four times a year:**  
 November (Winter)  
 February (Spring)  
 April (Summer)  
 July (Fall)

500 hard copies are distributed around the NSWC for members and offer a long shelf life of approximately three months. Program Guides are also posted on the NSWC website, emailed in newsletters, and posted on social media profiles. Advertisements are read by both members and non-members in the community.

# EDITORIAL SCHEDULE

ISSUE	PUBLISHED	DEADLINE
Summer	April	March 3
Fall	July	June 10
Winter	November	September 23
Spring	February	December 23

# OPPORTUNITIES AND SPECIFICATIONS

## Program Guide Rates

TYPE	APPOX SIZE	1 ISSUE	2 ISSUES	4 ISSUES
Premium Page*	8.5' wide x 11' tall	\$1000	\$900	\$750
Full Page	8.5" wide x 11" tall	\$750	\$675	\$565
Half Page	8.5" wide x 5" tall	\$500	\$450	\$375
Quarter Page	4" wide x 5" high	\$250	\$225	\$189
Business Card	2" wide x 3.5" tall	\$150	\$135	\$113

\*Premium Page - Full page ad on the inside front, inside back, or back cover of the Program

# TERMS AND CONDITIONS

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- All advertising must follow the determined specifications:
- Full colour with high graphic quality.
- PDF, TIFF, or EPS format.
- Minimum 300 DPI at 100%.
- Press-ready.

The NSWC requires approval of all advertisements prior to production to ensure rules and regulations are met. Advertisements must not be in direct competition with the programs and services offered at the Club. The NSWC reserves the right to decline advertising.

Advertisements may not be resold to another advertiser.

Artwork and production are the responsibility of the Advertiser at their own expense. All installation costs are included in the price.

All advertising is booked and positioned on a first come, first serve basis.

While every effort is made to ensure requests are accommodated, we cannot guarantee placement in the Program Guide. Final decision on placement will be made by the editor.

All funds generated from advertising efforts go towards designated capital projects and improvements to benefit the Club.

All fees are subject to 5% GST.

Payment terms are due upon receipt, payable by cheque, cash, or bank transfer.



# ARENA ADVERTISING

**4**

Sheets  
of Ice

**44**

Teams

**150,000**

Estimated  
Annual Visitors

**6**

Annual  
Tournaments

**30**

games  
per week

The four ice surfaces at the NSWC provide valuable advertising potential. The Club hosts one large rink, two small rinks, and a goalie training rink. With hundreds of hockey players and spectators at the Club each day, a varied audience of both members and non-members means guaranteed brand exposure.

TYPE	APPROXIMATE SIZE	COST	EXPOSURE
Rinkboards	3' high x 8' long	\$1500 +GST/rinkboard	12 months
*10% discount for 2 rinkboards			

# SPECIFICATIONS

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## **All Rinkboards must follow the determined specifications:**

Design should be bold, bright, and basic, and all artwork, images, and corporate logos should be as large as possible without the use of text and taglines.

Floating white design. Dark colours, including but not limited to black, may not exceed more than 30% of the total square footage, nor may it dominate, the sign.

Utilize as much space as possible and use bold lettering no less than 8 inches tall.

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