



# Community Council and Quality of Life Challenge

## 8 page Newspaper Section for Sep 16, 2009

### RATE CARD

#### Overview

- 8 page section to appear in 5 papers: Victoria News, Saanich News, Oak Bay News, Goldstream News, Peninsula News with selected distribution to approx 70,000 households
- Over-run of 1,000 sections to be distributed through partner agencies and at Community Council events
- PDF of insert to be posted on the Community Council and Quality of Life Websites
- Purpose: 1/ to showcase businesses that are making a real difference in the community and to encourage other business to follow their lead through the Quality of Life Challenge, 2/ release new research report on the well being of families in Greater Victoria

#### Options

Description	Needed	Payment
<b>Company highlight article</b> 150 to 200 words plus photo and/or logo describing the business and the contribution to the community. Plus listing in the "Good Apples" section. Size no less than large display ad but in editorial format.	An existing article or appointment to interview company spokesperson and take photos in August. Approval by sponsor and by Community Council on content.	Price \$975 less \$75 for bookings made before 10Jul09, plus GST
<b>Large Display Ad</b> 10 ½ x 4"	Camera Ready artwork preferred but will work with company contact to develop ad.	Price \$975 less \$75 for bookings made before 10Jul09, plus GST
<b>Medium Display Ad</b> 4 ¼ x 4"	"	Price \$450 less \$50 for bookings made before 10Jul09, plus GST
<b>Small Display Ad</b> 2 ¾ x 4"	"	Price \$275 less \$25 for bookings made before 10Jul09, plus GST
<b>Best Practice</b> 1" high x 5" wide 30 words describing a HR practice that other businesses should follow plus Business name and logo	Description of HR practice in text file and logo in PDF or JPEG	Price \$275 less \$25 for bookings made before 10Jul09, plus GST
<b>Good Apple Listing</b> Business name in listing of thanks to businesses supporting the Quality of Life Challenge		Price \$50 plus GST