

**TABLE 'C-1' OF SCHEDULE "C" TO BY-LAW NO. 062-2018
ADVERTISING AND SPONSORSHIP**

**TOWN OF MILTON
2019 RATES AND FEES
ADVERTISING AND SPONSORSHIP**

Description	HST Status (T = Taxable) (E = Exempt)	2018 Excl. HST	Effective Until	2019 Excl. HST	Effective From	Acceptable Methods of Payment
Community Services Guide Advertising						
Standard						
1/6 Page	T	\$ 222.49	December 31, 2018	\$ 222.49	January 1, 2019	Cash, Cheque, Debit, & Credit Card
¼ Page	T	\$ 370.81	December 31, 2018	\$ 370.81	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Half Page	T	\$ 593.31	December 31, 2018	\$ 593.31	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 1,132.68	December 31, 2018	\$ 1,132.68	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Affiliated						
1/6 Page	T	\$ 120.01	December 31, 2018	\$ 120.01	January 1, 2019	Cash, Cheque, Debit, & Credit Card
¼ Page	T	\$ 195.52	December 31, 2018	\$ 195.52	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Half Page	T	\$ 318.23	December 31, 2018	\$ 318.23	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 627.01	December 31, 2018	\$ 627.01	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Cover Inside	T	\$ 1,722.65	December 31, 2018	\$ 1,722.65	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Cover inside Ad Premium (2 consecutive guides purchased together)	T	20% premium over listed fee	December 31, 2018	20% premium over listed fee	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Inside Back	T	\$ 1,816.17	December 31, 2018	\$ 1,857.94	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Inside Back Ad Premium (2 consecutive guides purchased together)	T	20% premium over listed fee	December 31, 2018	20% premium over listed fee	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Outside Back	T	\$ 1,935.90	December 31, 2018	\$ 1,980.43	January 1, 2019	Cash, Cheque, Debit, & Credit Card
2 Consecutive ads (purchased at same time)	T	10% Discount from listed fee	December 31, 2018	10% Discount from listed fee	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Seniors' Activity Centre Newsletter Advertising						
Inside Front Cover Colour - 1 Issue						
1/4 Page	T	\$ 135.62	December 31, 2017	\$ 138.74	January 1, 2018	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 244.17	December 31, 2017	\$ 249.79	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 316.71	December 31, 2017	\$ 323.99	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Inside Front Cover Colour - 3 Issues						
1/4 Page	T	\$ 331.73	December 31, 2017	\$ 339.36	January 1, 2018	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 599.71	December 31, 2017	\$ 613.50	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 776.91	December 31, 2017	\$ 794.78	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Inside Page - 1 Issue						
1/4 Page	T	\$ 96.31	December 31, 2018	\$ 98.53	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 192.61	December 31, 2018	\$ 197.04	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 256.56	December 31, 2018	\$ 262.46	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Inside Page - 3 Issues						
1/4 Page	T	\$ 231.14	December 31, 2018	\$ 236.46	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 462.27	December 31, 2018	\$ 472.90	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 615.75	December 31, 2018	\$ 629.91	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Back Cover Colour- 1 Issue						
1/4 Page	T	\$ 159.05	December 31, 2018	\$ 162.71	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 267.02	December 31, 2018	\$ 273.16	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 338.71	December 31, 2018	\$ 346.50	January 1, 2019	Cash, Cheque, Debit, & Credit Card

**TABLE 'C-1' OF SCHEDULE "C" TO BY-LAW NO. 062-2018
ADVERTISING AND SPONSORSHIP**

**TOWN OF MILTON
2019 RATES AND FEES
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Back Cover Colour - 3 Issues						
1/4 Page	T	\$ 397.62	December 31, 2018	\$ 406.77	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 667.54	December 31, 2018	\$ 682.89	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 845.92	December 31, 2018	\$ 865.38	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Inside Back Cover Colour - 1 Issue						
1/4 Page	T	\$ 110.75	December 31, 2018	\$ 113.30	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 221.51	December 31, 2018	\$ 226.60	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 295.04	December 31, 2018	\$ 301.83	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Inside Back Cover Colour - 3 Issues						
1/4 Page	T	\$ 265.81	December 31, 2018	\$ 271.92	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 531.61	December 31, 2018	\$ 543.84	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 708.11	December 31, 2018	\$ 724.40	January 1, 2019	Cash, Cheque, Debit, & Credit Card
FirstOntario Arts Centre Milton - House Program Advertising (1 yr.)						
1/3 Page	T			\$ 500.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
1/4 Page	T	\$ 350.00	July 23, 2018	\$ 467.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 500.00	July 23, 2018	\$ 667.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 850.00	July 23, 2018	\$ 1,134.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
Inside Front Cover - 1/2 Page	T	\$ 900.00	July 23, 2018	\$ 1,200.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
Inside Front Cover - Full Page	T	\$ 1,200.00	July 23, 2018	\$ 1,600.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
Inside Back Cover - 1/2 Page	T	\$ 900.00	July 23, 2018	\$ 1,200.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
Inside Back Cover - Full Page	T	\$ 1,200.00	July 23, 2018	\$ 1,600.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
Back Cover	T	\$ 1,500.00	July 23, 2018	\$ 2,000.00	July 24, 2018	Cash, Cheque, Debit, & Credit Card
FirstOntario Arts Centre Milton - Ticket Advertising						
FirstOntario Arts Centre Milton - Back of Ticket Advertising (1 year)	T	\$ 1,750.00	December 31, 2018	\$ 1,750.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
FirstOntario Arts Centre Milton - Ticket Wallet Advertising (1 year)	T	\$ 2,250.00	December 31, 2018	\$ 2,250.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
FirstOntario Arts Centre Milton - Season Brochure Advertising (per season)						
1/4 Page Event Listing	T	\$ 100.00	August 28, 2018	\$ 100.00	August 29, 2018	Cash, Cheque, Debit, & Credit Card OR Cost of Advertising will be deducted from Ticket proceeds at the time of settlement
Event Listing Companion Poster Design	T	\$ 25.00	August 28, 2018	\$ 25.58	August 29, 2018	
Back Cover	T	\$ 3,000.00	August 28, 2018	\$ 3,069.00	August 29, 2018	
Inside Cover	T	\$ 2,500.00	August 28, 2018	\$ 2,557.50	August 29, 2018	
FirstOntario Arts Centre Milton Eblast (per email address)	T	\$ 0.10	August 28, 2018	\$ 0.10	August 29, 2018	
Advertisement Design Fees						
Community Services Guide	T	At Cost	December 31, 2018	At Cost	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Seniors' Activity Centre Newsletter						
1/4 Page	T	\$ 48.79	December 31, 2018	\$ 48.79	January 1, 2019	Cash, Cheque, Debit, & Credit Card
1/2 Page	T	\$ 73.18	December 31, 2018	\$ 73.18	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 91.48	December 31, 2018	\$ 91.48	January 1, 2019	Cash, Cheque, Debit, & Credit Card

**TABLE 'C-1' OF SCHEDULE "C" TO BY-LAW NO. 062-2018
ADVERTISING AND SPONSORSHIP**

**TOWN OF MILTON
2019 RATES AND FEES
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FirstOntario Arts Centre Milton Season Brochure or Season Program Shell						
1/2 Page	T	\$ 73.18	December 31, 2018	\$ 73.18	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Full Page	T	\$ 91.48	December 31, 2018	\$ 91.48	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Brochure / Flyer						
1/4 Page	T	\$ 48.79	December 31, 2018	\$ 48.79	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Rink Board Advertising¹						
One Year Agreement						
Sports Centre - Rink A/B	T	\$ 1,320.00	December 31, 2018	\$ 1,320.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink C	T	\$ 1,200.00	December 31, 2018	\$ 1,200.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink D	T	\$ 1,500.00	December 31, 2018	\$ 1,500.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 1,098.38	December 31, 2018	\$ 1,098.38	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 1,200.00	December 31, 2018	\$ 1,200.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Ice Logo Advertising						
Centre Ice (Maximum rate)						
One Year Agreement						
Sports Centre - Rink A/B	T	\$ 770.00	December 31, 2018	\$ 770.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink C	T	\$ 700.00	December 31, 2018	\$ 700.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink D	T	\$ 875.00	December 31, 2018	\$ 875.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 640.72	December 31, 2018	\$ 640.72	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 698.69	December 31, 2018	\$ 698.69	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Blue Lines (Maximum rate)						
One Year Agreement						
Sports Centre - Rink A/B	T	\$ 660.00	December 31, 2018	\$ 660.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink C	T	\$ 600.00	December 31, 2018	\$ 600.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink D	T	\$ 750.00	December 31, 2018	\$ 750.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 549.19	December 31, 2018	\$ 549.19	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 598.88	December 31, 2018	\$ 598.88	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Neutral Zone (Maximum rate)						
One Year Agreement						
Sports Centre - Rink A/B	T	\$ 550.00	December 31, 2018	\$ 550.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink C	T	\$ 500.00	December 31, 2018	\$ 500.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink D	T	\$ 625.00	December 31, 2018	\$ 625.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 457.66	December 31, 2018	\$ 457.66	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 499.07	December 31, 2018	\$ 499.07	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Ice Machine Wrap						
One Year Agreement						
Sports Centre - Rink A/D	T	\$ 4,800.00	December 31, 2018	\$ 4,800.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink B/C	T	\$ 3,600.00	December 31, 2018	\$ 3,600.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 2,196.77	December 31, 2018	\$ 2,196.77	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 2,395.52	December 31, 2018	\$ 2,395.52	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Display Case Advertising (per 30 Day time period)						

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Memorial Arena	T	\$ 34.62	December 31, 2018	\$ 34.62	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Indoor Sign Advertising						
Sports Centre Pool - Electronic Sign - Standard per week	T	\$ 38.13	December 31, 2018	\$ 38.13	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre Pool - Electronic Sign per week	T	\$ 28.59	December 31, 2018	\$ 28.59	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Lobby and Common Area Signage (24" x 36")						
One Year Agreement						
Sports Centre	T	\$ 2,158.72	December 31, 2018	\$ 2,158.72	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Leisure Centre	T	\$ 1,619.04	December 31, 2018	\$ 1,619.04	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 809.52	December 31, 2018	\$ 809.52	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 809.52	December 31, 2018	\$ 809.52	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Rink Banners						
One Year Agreement (Sports Centre, Memorial Arena, John Tonelli)	T	\$ 1,295.23	December 31, 2018	\$ 1,295.23	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Community User Group Banners (Mattamy National Cycling Centre)	T	\$ 379.39	December 31, 2017	\$ 388.12	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Pool Banners						
One Year Agreement (Sports Centre, Leisure Centre)	T	\$ 1,295.23	December 31, 2018	\$ 1,295.23	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Community User Group Banners (Mattamy National Cycling Centre)	T	\$ 379.39	December 31, 2017	\$ 388.12	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Gym Banners						
One Year Agreement (Sports Centre, Leisure Centre)	T	\$ 1,295.23	December 31, 2018	\$ 1,295.23	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Community User Group Banners (Mattamy National Cycling Centre)	T	\$ 379.39	December 31, 2017	\$ 388.12	January 1, 2018	Cash, Cheque, Debit, & Credit Card
Change Room Advertising						
One Year Agreement	T	\$ 539.68	December 31, 2018	\$ 539.68	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Olympia Ad Panel						
Sports Centre - Rink A/D	T	\$ 800.00	December 31, 2018	\$ 800.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre - Rink B/C	T	\$ 600.00	December 31, 2018	\$ 600.00	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorial Arena	T	\$ 366.13	December 31, 2018	\$ 366.13	January 1, 2019	Cash, Cheque, Debit, & Credit Card
John Tonelli Sports Centre	T	\$ 399.25	December 31, 2018	\$ 399.25	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Outdoor Sign Advertising						
Static Sign per week						
Standard						
Memorial Arena/John Tonelli Sports Centre	T	\$ 57.17	December 31, 2018	\$ 58.48	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Seniors' Activity Centre	T	\$ 57.17	December 31, 2018	\$ 58.48	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Chris Hadfield Park	T	\$ 57.17	December 31, 2018	\$ 58.48	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Leisure Centre	T	\$ 57.17	December 31, 2018	\$ 58.48	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Affiliated						
Memorial Arena/John Tonelli Sports Centre	T	\$ 42.87	December 31, 2018	\$ 43.86	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Seniors' Activity Centre	T	\$ 42.87	December 31, 2018	\$ 43.86	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Chris Hadfield Park	T	\$ 42.87	December 31, 2018	\$ 43.86	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Leisure Centre	T	\$ 42.87	December 31, 2018	\$ 43.86	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Electronic Sign per week						
Standard						
Nassagaweya Tennis Centre & Community Hall	T	\$ 38.13	December 31, 2018	\$ 39.01	January 1, 2019	Cash, Cheque, Debit, & Credit Card

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Main/Ontario	T	\$ 38.13	December 31, 2018	\$ 39.01	January 1, 2019	Cash, Cheque, Debit, & Credit Card
FirstOntario Arts Centre Milton	T	\$ 38.13	December 31, 2018	\$ 39.01	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre	T	\$ 38.13	December 31, 2018	\$ 39.01	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Affiliated						
Nassagaweya Tennis Centre & Community Hall	T	\$ 28.59	December 31, 2018	\$ 29.25	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Main/Ontario	T	\$ 28.59	December 31, 2018	\$ 29.25	January 1, 2019	Cash, Cheque, Debit, & Credit Card
FirstOntario Arts Centre Milton	T	\$ 28.59	December 31, 2018	\$ 29.25	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Sports Centre	T	\$ 28.59	December 31, 2018	\$ 29.25	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Memorials						
Bench (maximum rate)	E	\$ 3,319.03	December 31, 2018	\$ 3,319.03	January 1, 2019	Cash, Cheque, Debit, & Credit Card
Tree (maximum rate)	E	\$ 885.07	December 31, 2018	\$ 885.07	January 1, 2019	Cash, Cheque, Debit, & Credit Card

NOTES:

1. Rink Board advertising is available to a maximum of two boards per ice pad (unless included in a larger package).
2. Effective Date does not apply to groups with existing multi-year rental contracts. Rates and Fees will be charged as of the contract signing date.