



# Digital Screens Advertising Programs

- **High Visibility:** Strategically located screens ensure your message reaches residents in high traffic areas.
- **Dynamic Content:** Display eye catching video or static image ads for maximum impact.
- **Versatility:** The ability to update your message monthly at no extra cost.
- **Targeted Reach:** Connect with families, professionals, seniors, and youth all in one place.

Community Centre	Video	Image
File Format	MP4	JPG /PNG
Frame Size	1920px w x 1080px h	1920px w x 1080px h
Length	30 seconds	30 seconds
Other Notes	No sound/ audio Subtitles recommended	N/A



Available Locations	Annual Traffic
Milliken Mills Community Centre	2,000,000
Thornhill Community Centre	1,100,000
Centennial Community Centre	1,000,000
Aaniin Community Centre	650,000
Cornell Community Centre	500,000
Armadale Community Centre	270,000
Markham Village Arena	200,000

## CAMPAIGN RATE

- **6 Month Campaign:** \$1,500+HST (\$250/month)
- **12 Month Campaign:** \$2,400+HST (\$200/month)
- Digital rate is per screen per facility.

## AD SPECIFICATIONS

- Artwork must be supplied by the advertiser.
- The City of Markham reserves the right to review and approve all creative prior to installation.



Canada's most **Diverse** city



Rich **Cultural Heritage**



**Vibrant** local community.



Increase **brand visibility**



Strong community **involvement**



Clientele build and **competitive edge**





# Arena Rink Board Advertising Programs

Put your brand front and centre in the Markham community! Rink board advertising offers powerful and affordable exposure to a captive audience all year long.

## Available Arena Rink Boards

10 in-use arenas over eight community centres!

- Angus Glen East / West Arenas
- Centennial Arena
- Crosby Arena
- Markham Village Arena
- Milliken Mills Arena
- Mount Joy Arena
- RJ Clatworthy Arena
- Thornhill East/West Arenas



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Item	Duration	Rate
Rink Board (Qt. 1)	12 months	\$1400 - \$1600
Rink Board (Qt. 2+)	12 months	\$1200 - \$1400

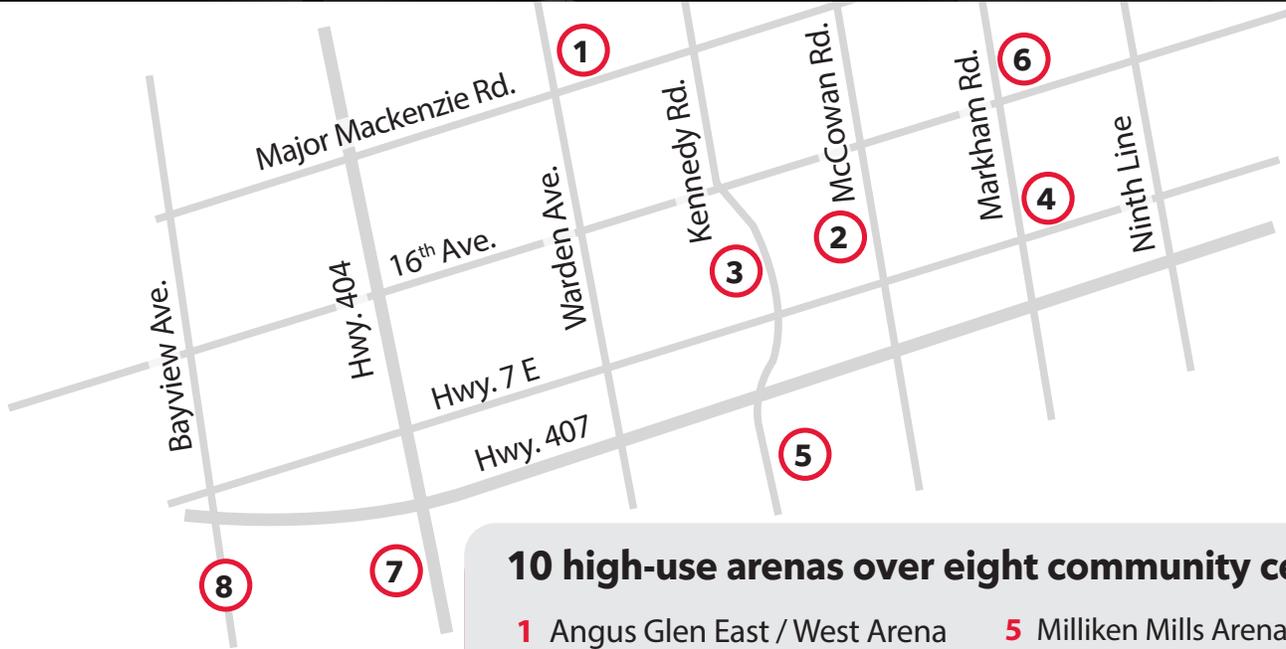
\* The City of Markham reserves the right to approve artwork prior to installation.

\*\* The first printing and installation is included. Production ready artwork required.





# Available Arena Rink Boards



- 10 high-use arenas over eight community centres!**
- |                                |                             |
|--------------------------------|-----------------------------|
| 1 Angus Glen East / West Arena | 5 Milliken Mills Arena      |
| 2 Centennial Arena             | 6 Mount Joy Arena           |
| 3 Crosby Arena                 | 7 RJ Clatworthy Arena       |
| 4 Markham Village Arena        | 8 Thornhill East/West Arena |



## Little Native Hockey League

The City of Markham is proud to partner with the Little Native Hockey league (LNHL) to host its annual hockey tournament.

In March 2024, Markham hosted the 50<sup>th</sup> anniversary of the LNHL **Hockey Tournament**, including a Cultural Festival, and Gala Celebration. Spread over six days, the City welcomed more than **10,000 young Indigenous athletes**, family and spectators from across Ontario to celebrate the game of hockey and Indigenous culture. The tournament itself generated nearly **\$8 million in economic impact** within the City of Markham. This year's tournament is scheduled for March 2026.



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