

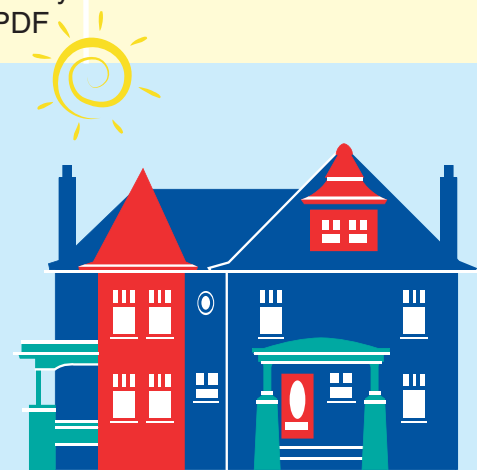
# Avenue Road Arts School

## Advertising Rate Card

PRODUCT	SIZE	PARTICULARS	PRICE
<b>Email Blast: Click-through Banner</b>	800 (w) x 300 (h) pixels	This product is included in one email blast. Date TBD. The image should be static (no gifs) and format should be JPEG or PNG.	\$200.00 + HST per blast
<b>School Lobby Screens: Advertising Spot</b>	1280 (w) x 720 (h) HD Resolution	This product is a featured full screen image on 2 screens in the school lobby for a 1 month period. Date TBD. Formats: JPEG or PNG.	\$250.00 + HST per month
<b>Website: Click-through Logo</b>	450 (w) x 225 (h) pixels	This product is included on the bottom of the homepage for a 1 month period. Date TBD. No animated gifs and format should be JPEG or PNG.	\$300.00 + HST per month
<b>Mailing: Brochure Ad</b>	3.7" (w) x 3.5" (h) CMYK (all fonts converted to vector)	This product is included in a beautiful, 76 page, high gloss, full colour booklet with a shelf life of 12 months, released every June. Format: High Res. PDF	\$1350.00 + HST for 1 advertisement in either the kids' or adult section

### IMPORTANT STATS

- The School is situated in the affluent area of Forest Hill and many students and families attending the school live in this prime area.
- Students at the School include families with children ages 1 to 15 years old and adult professionals from their 40's to their 80's.
- The School has a database of over 10,000 households for mailings.
- Email blasts go out to over 6,000 interested members.
- The School attends trade shows and produces exhibits and theatre shows throughout the year, driving new potential customers to the School and the website.



Avenue Road Arts School

For more information or to book an advertising spot, please contact Liana Del Mastro Vicente, Director, Avenue Road Arts School 416-961-1502, ext. 306 or [liana@avenueroadartsschool.com](mailto:liana@avenueroadartsschool.com).