



***“Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can’t.”***

***- James B. Simpson***

**Want to talk?**

Please call to discuss the options available, get ideas and find out more about opportunities.

905-335-7600 x 7734  
advertise@burlington.ca

[www.burlington.ca](http://www.burlington.ca)



**Want to  
advertise  
to up to  
1 million people  
annually?  
Then advertise  
with us!**



**Burlington**



**Burlington**

# Advertising Opportunities

The City of Burlington offers many avenues for you to get your message out to the community. Whether you are promoting a product or service, building brand awareness, positioning your company as a leader, increasing sales or promoting corporate responsibility, we can help you!

## Sponsorship

- ▶ Sponsorship opportunities allow you to interact with your potential customers in an environment of their choice
- ▶ 71% of people are more likely to support sponsors who support things that are important to them
- ▶ We have over 19 events in Burlington that could use your support & showcase your company
- ▶ Attach your company name to popular events and activities that receive widespread promotion and attract local residents and tourists
- ▶ Get involved...big or small

Contact 905-335-7600 ext. 7734 or e-mail [advertise@burlington.ca](mailto:advertise@burlington.ca).

## Recreation & Leisure Guide - Live and Play

- ▶ Our guide is distributed to over 70,000 households in Burlington
- ▶ The guide is distributed 3 times a year - Summer, Fall/Winter & Spring
- ▶ Each guide has at least a 4-month shelf life
- ▶ Be seen as a positive corporation aligning yourself with Recreation



## Arena Board Advertising

- ▶ Choose from 7 arenas
- ▶ You can direct your advertising to your immediate community or take a citywide approach
- ▶ Your message is displayed all year long
- ▶ Ability to change your message during the year

## Read-O-Graphs

- ▶ Convenient, affordable outdoor signs
- ▶ Place a short-term message in high traffic locations
- ▶ Available throughout the City

We also offer a variety of other advertising opportunities such as community centre display cases and flyer slots.

