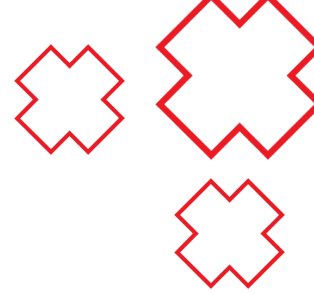




**Sport  
Calgary**



## NEWSLETTER RATE CARD

**Reach thousands** of engaged Calgarians who care about sport, community, and active living—while supporting grassroots programs that make a difference. **With a high open rate and a trusted voice** in the local sport ecosystem, your brand will be seen, clicked, and remembered by families, athletes, and decision-makers.

**16,500+**

SUBSCRIBERS

**49%**

OPEN RATE

**3.6%**

CLICK RATE

### TARGET SEGMENTS

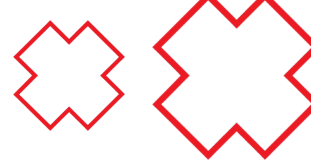
- Millennial parents with children in sport
- Junior high, high school & university students
- New Canadians & immigrant communities exploring sport
- Coaches, volunteers, and sport administrators
- Community partners & local organizations

**Audience Mindset:** Community-first, values-driven, action-oriented, engaged with local sport opportunities.

### DETAILS

- **Booking Deadline:** the 1<sup>st</sup> of the month, newsletter sent on the 15<sup>th</sup>
- **Discounts:** Available for multi-month or bundled bookings (See below)
- **Sport Calgary Members:**
  - First 3 newsletter placements: FREE (any combination of Event Features or Text-Only Ads)
  - 50% off all additional placements thereafter
- **Impact:** All payment support community sport programs in Calgary

# SERVICES & RATES



Ad Type	Placement	Specs	Includes	Rate (CAD)
Banner Ad	Top or Mid Newsletter (Based on availability)	600 × 300 px image Optional headline (max 10 words)	Click-through link	\$350 / issue
Sponsored Section	Branded content block within newsletter	75–125 words Image/logo: 600 × 300 px	1 CTA link	\$400 / issue
Text-Only Ad	Community opportunities section	Up to 50 words	1 hyperlink	\$200 / issue
Event Feature	Featured Events section	75–100 words Image: 600 × 300 px	1 CTA link	\$300 / issue
Partner Spotlight	Dedicated spotlight section (exclusive per issue)	125–150 words Image or logo	125–150 words Image or logo	\$450 / issue

## PACKAGE DEALS

<b>Multi Issue Discount</b>	3 issues or 6 issues	3 issues = 10 % off, 6 issues = 20% off
<b>Community Builder Bundle</b>	1 Sponsored Section, 1 event Feature, 1 Text-only ad (Used within a 3-month period)	\$750
<b>Partner Visible</b>	2 Partner Spotlights, 2 Banner Ads (Used within a 6-month period)	\$1,200
<b>Custom Package</b>	Looking for something more tailored? We're happy to build custom newsletter packages aligned with your goals, timeline, and audience. Let's build something together.	TBD



# CREATIVE & SUBMISSION GUIDELINES

- All content subject to Sport Calgary approval
- **Creative assets due 7 business days before** the 15<sup>th</sup> of the month
- Sport Calgary reserves the right to edit for clarity, length, and brand alignment
- Sport Calgary does not accept advertising or sponsored content related to:
  - Gambling
  - Alcohol
  - Political parties or messaging
  - Religious organizations or messaging
- **All content must** align with Sport Calgary's values of inclusion, community, and safe sport.



## PAYMENT TERMS

- Invoiced upon confirmation of placement
- **Payment due within 30 days** of invoice date
- Prices listed in CAD and exclude GST (where applicable)
- No refunds once the newsletter has been sent



## PERFORMANCE

- Click-through tracking available upon request
- **Post-send performance summary** can be provided for sponsored content upon request



## CONTACT

To reserve space or build a custom package, contact:

Sport Calgary – Marketing Team

**Email: [info@sportcalgary.ca](mailto:info@sportcalgary.ca)**

*Sport Calgary reserves the right to update rates and availability at any time.*