

MEDIA KIT

MORINVILLE ADVERTISING & SPONSORSHIP OPPORTUNITIES



Connect with a growing market in Morinville through targeted advertising and sponsorship.

Contact

780-939-7657
sponsorship@morinville.ca
morinville.ca/advertise

VIEW PACKAGES
ONLINE! 



Let's Grow Together

Grow Your Brand With Morinville

Put Your Brand Where Your Customers Live, Play and Spend.

With more than **\$500 million in annual retail spending** and a **trade area of nearly 20,000+ residents**, Morinville offers high-value advertising and sponsorship opportunities in an uncluttered, high-impact environment.

Many households regularly travel south to St. Albert and Edmonton, or north to Westlock, Legal, and Gibbons, creating a strong regional consumer network. By aligning your brand with Morinville, you can reach engaged families, active residents and community-minded consumers—close to where they live, work and play.

Be Seen Where Others Aren't

In Morinville, your message won't get lost in a sea of competing ads. With fewer brands actively advertising

in this market, your business will stand out and stay top of mind—especially in high-interest sectors such as:

- **Auto, RV, Motorsport, Powersport & Marine**
- **Electronics & Home Furnishings**
- **Clothing & Footwear**
- **Specialty Food & Beverage**
- **Personal Services & Fitness**

Whether you're reinforcing your presence or expanding into new territory, Morinville's advertising and sponsorship platforms offer a rare chance to capture attention, build loyalty and align your brand with a community that notices and values local support.



The image shows an open magazine with a large, bold headline 'Start building your presence today—advertise with us!' in the center. Below this, there are several columns of text and a small image of a person. On the left page, there is an advertisement for 'SHOPPER'S DRUG MART' with a red heart-shaped graphic containing text about various services like immunizations and travel health. The right page continues the main headline's text and includes a small image of a smiling tooth.

About Our Audience

Know Who You're Reaching

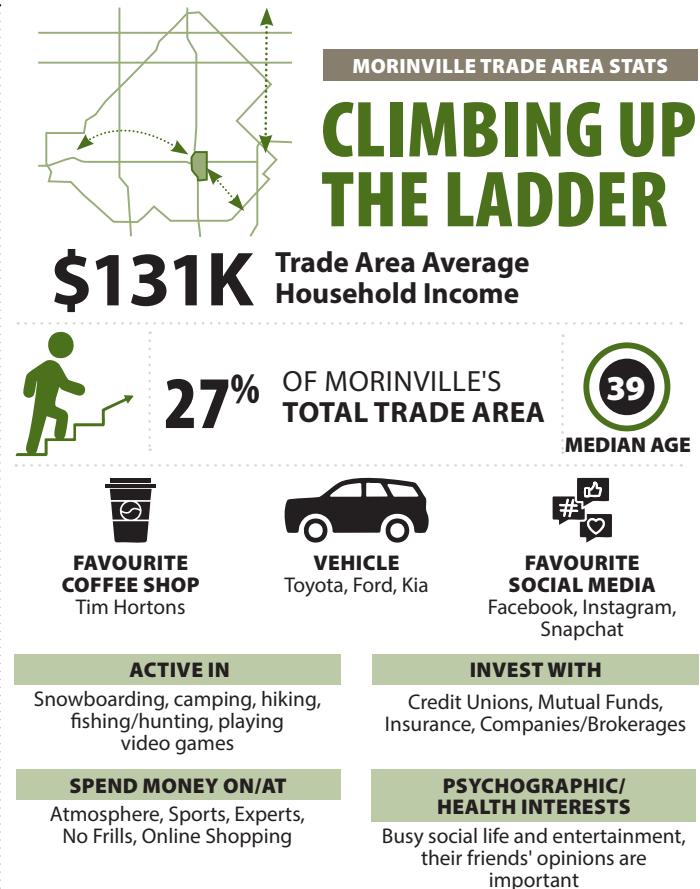
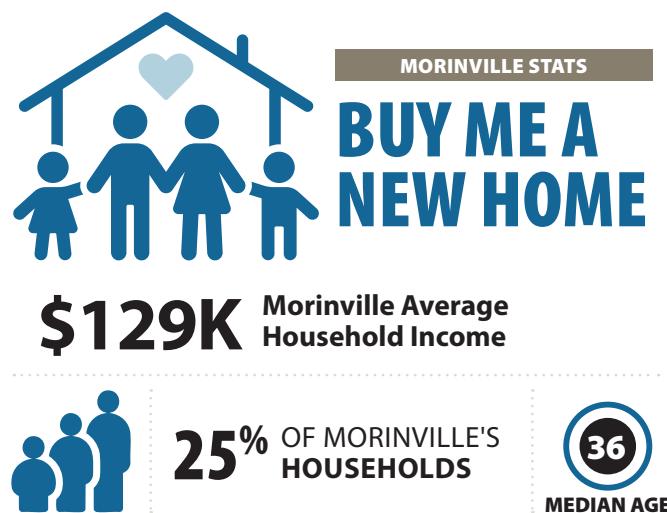
Capture your market share with effective, targeted marketing in Morinville.

Morinville is home to motivated, engaged consumers who are ready to spend—and loyal to the brands that meet them where they are.

- **30%** of residents are on the rise—affluent, active homeowners who invest in lifestyle and experience. They're out snowboarding, camping, hiking, gaming, and enjoying the outdoors—with a coffee in hand and a willingness to spend.
- Another **25%** are young, dual-income families who are focused on settling in. They're buying homes, renovating, gardening, and spending weekends camping. And they want to shop local—right here in Morinville and neighbouring St. Albert.

Make sure they know where to find you. Advertising with Morinville helps put your brand in front of the people most likely to walk through your door.

Reach 20,000+ potential customers and grow your regional brand presence.



Adapted from: CanaCode Analytics. CanaCode Lifestyle Clusters – Up the Ladder. 2024.

Digital Video Display Ads

Reach your audience where they're already engaged. Our indoor digital LCD screens offer guaranteed visibility with **480 plays** per day per ad.

You can find them in:

Morinville Leisure Centre:

- Level 1 & 2

Morinville Community Cultural Centre:

- Foyer and meeting room entrance

Town Hall:

- Entrance outside of the library and the reception area



INDOOR DIGITAL LCD DISPLAY ADVERTISING

	Per Month	Per Year
Digital LCD Screens (Indoor)	\$100*	\$1,000*
▪ 10-second spot with 18 ads running consecutively ▪ One spot every three minutes		Save \$200 by prepaying for the year!

One spot every three minutes with a minimum of 480 plays per day

**The prices listed above do not include production, design, or GST. Prices are subject to change, depending on facility attendance or custom packages.*

DIGITAL AD REQUIREMENTS

Sizing:	Acceptable file formats:
▪ 10" wide x 5.63" tall, 150dpi ▪ Minimum type size: 20 pt. ▪ Copy must be pulled in .25" from the border	▪ JPG, PNG, MP4 file

Digital advertising is available on a first-come, first-served basis. Ads may be updated monthly. New content should be submitted by the **third Tuesday of each month** to be updated by the 1st of the following month.

Morinville Leisure Centre

A Hub for Brand Visibility

Located on Secondary Highway 642, the Morinville Leisure Centre (MLC) is equipped with an NHL-size arena, a multi-purpose field house boasting three full-sized basketball courts, a fitness centre, a running track, a children's play space and more.

With more than 200,000 visitors annually, it hosts a variety of events, including youth hockey, regional and provincial tournaments, cheer competitions and more.

A true community hub and regional attraction, it is a gathering place for friends and family, including proud parents and grandparents.

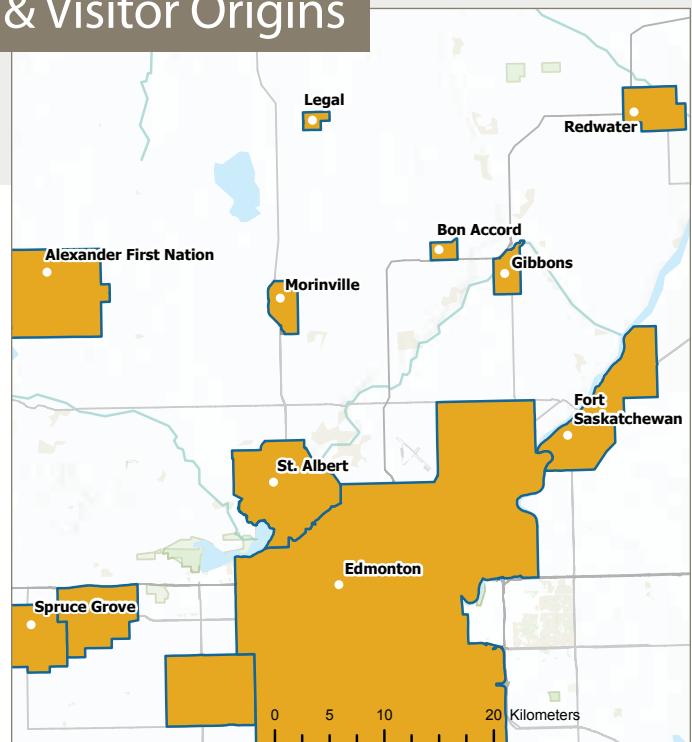
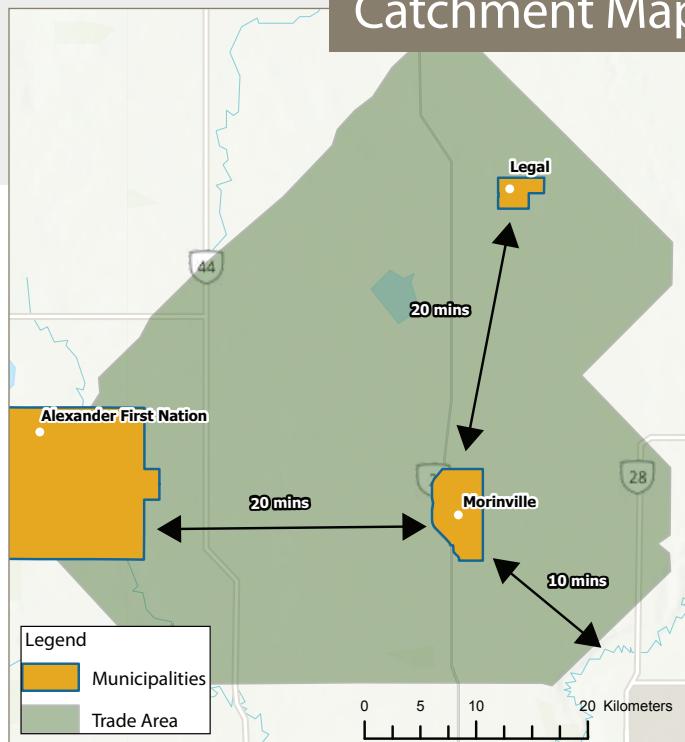


With long dwell time and repeat attendance, the MLC provides unmatched visibility.

- 200,000+ annual visits
- Long dwell time (average 60 minutes/visit)
- 2+ weekly visits per spectator
- Hosts tournaments, youth sports, and regional events



Catchment Map & Visitor Origins



MLC Advertising Rates



Players Bench (Home or Visitors)

Decaling above the players' bench, **PLUS** one **centre ice** rink board and Digital Display Ad

3-year contract \$2,500* annually per bench

5-year contract \$2,250* annually per bench



Concourse Standing Bar (Full Wrap)

Decaling here offers a long dwell time and high visibility, perfect for QR Codes

3-year contract \$6,000* annually

5-year contract \$5,250* annually



Zamboni Wrap (Full)

3-year contract \$1,750* annually

5-year contract \$1,600* annually



Landrex Arena Rink Board (94" by 32")

1-year contract \$1,150* annually per board

2-year contract \$1,075* annually per board

3-year contract \$1,050* annually per board

*All prices **EXCLUDE** the cost of graphic design, production and GST.



Presenting Rights for a Landrex Arena Dressing Room (Limited Availability)

Brand Visibility on the lobby legend, at the entrance to and through custom advertising in your chosen dressing room, **PLUS** Digital Display Ad

3-year contract \$1,000* annually per room

5-year contract \$900* annually per room



Presenting Rights for a Field House Dressing Room (Limited Availability)

Brand Visibility on the lobby legend, at the entrance to and through custom advertising in your chosen dressing room, **PLUS** Digital Display Ad

3-year contract \$600* annually per room

5-year contract \$525* annually per room

MLC Concession Tables (limited availability)

- 6" by 6" decaling with a long dwell time is perfect for QR Codes
- 1-year contract (\$300)

Framed Wall Boards (24" by 36")

- 1-year contract \$300* annually per wall board
- Art swaps are permitted up to 4 times per year and should be submitted **on or before the second Thursday of each month**



GFL Outdoor Multisport Recreation Facility Rink Board

- 1-year contract \$550* annually per board
- 2-year contract \$500* annually per board, **save \$100**
- 3-year contract \$475* annually per board, **save \$225**

*All prices **EXCLUDE** the cost of graphic design, production and GST.

Morinville Program Guide Advertising

Advertise Where Morinville Lives, Learns and Plays

Morinville's Program Guide is a trusted resource for residents, businesses, and visitors. Published three times a year, it features arts, culture, fitness, wellness, and library programs for all ages.

With direct delivery to 4,400+ homes, targeted community distribution, and robust digital promotion, the guide provides exceptional visibility and a lasting impact.



My program guide ads always provide a return on investment. It's the best way to ensure my programs are full. — Kim, Rooke School of Karate

Print + Digital Reach



Mailed to **4,400+ households** with extended shelf life



Distributed at community hubs and promoted online



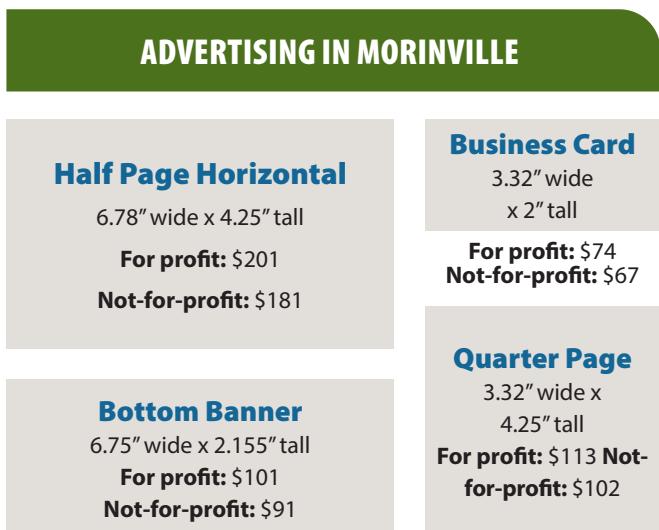
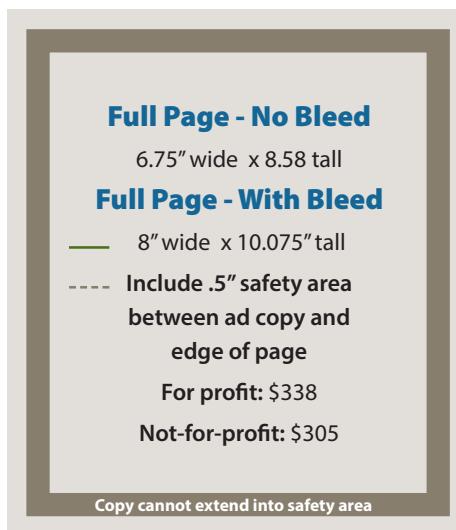
Available at morinville.ca/programguide and across municipal channels

Premium Options

- Cover and centre spread ads for maximum exposure
- Bundled pricing to boost value and stretch your budget



Program Guide Ad Specs & Prices

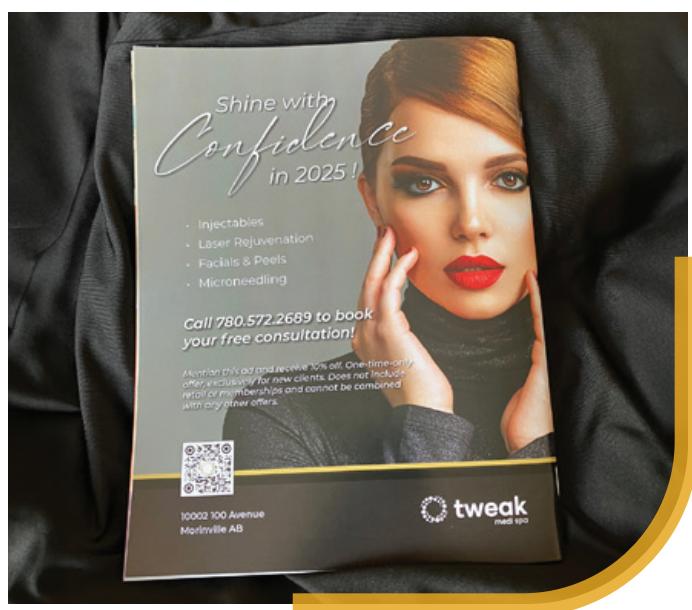


PRIME PLACEMENT	Pricing	
	For Profit	Not-for-Profit
Inside Back Cover	\$507	\$416
Inside Front Cover	\$676	\$609
Outside Back Cover	\$761	\$686
2-Page Centre Spread	\$1,015	\$914

Prices listed do not include production, design, or GST.

BUNDLE & SAVE	Bundle Pricing	
	For Profit	Not-for-Profit
3 Bottom Banners	\$288	\$260
3 Quarter Pages	\$323	\$291
3 Half Pages	\$573	\$516
3 Full Pages	\$964	\$870
3 Inside Back Covers	\$1,445	\$1,186
3 Inside Front Covers	\$1,927	\$1,736
3 Outside Back Covers	\$2,169	\$1,955

To qualify for bundle pricing, all three ads must be the same size and booked in consecutive program guide issues. Prices do not include production, design or GST.



Event Sponsorship

Make a Lasting Impact Through Sponsorship

Morinville's festivals, events, and programs draw thousands from across Sturgeon County and the Greater Edmonton Region.

Sponsoring a local initiative connects your brand with a community that values local support. It's a chance to build visibility, strengthen trust, and align with what matters most to residents.

Your support helps deliver free or low-cost recreation, arts, and cultural programs—building stronger families, a healthier community, and a more vibrant local economy. It also boosts your brand reputation, fosters employee pride, and deepens stakeholder relationships.



What Our Sponsors Are Saying

“

Our sponsorship of youth programs in Morinville has strengthened our connection with local families and aligned our brand with community values.”

— Pembina Pipeline Corporation

PEMBINA

“

As new business owners, we jumped on the opportunity to sponsor Festival Days. At the Festival Fun Zone, we met many community members who later became loyal customers. We highly recommend partnering with Morinville, as we received great support and value for our investment.” — Pharmasave

PHARMASAVE®

Naming Rights

Elevate Your Brand in the Heart of the Community

Secure naming rights for a Morinville facility, event, or program and build lasting visibility where residents live, gather and play. It's a unique opportunity to connect your brand with a valued community space—and stay top of mind year-round.

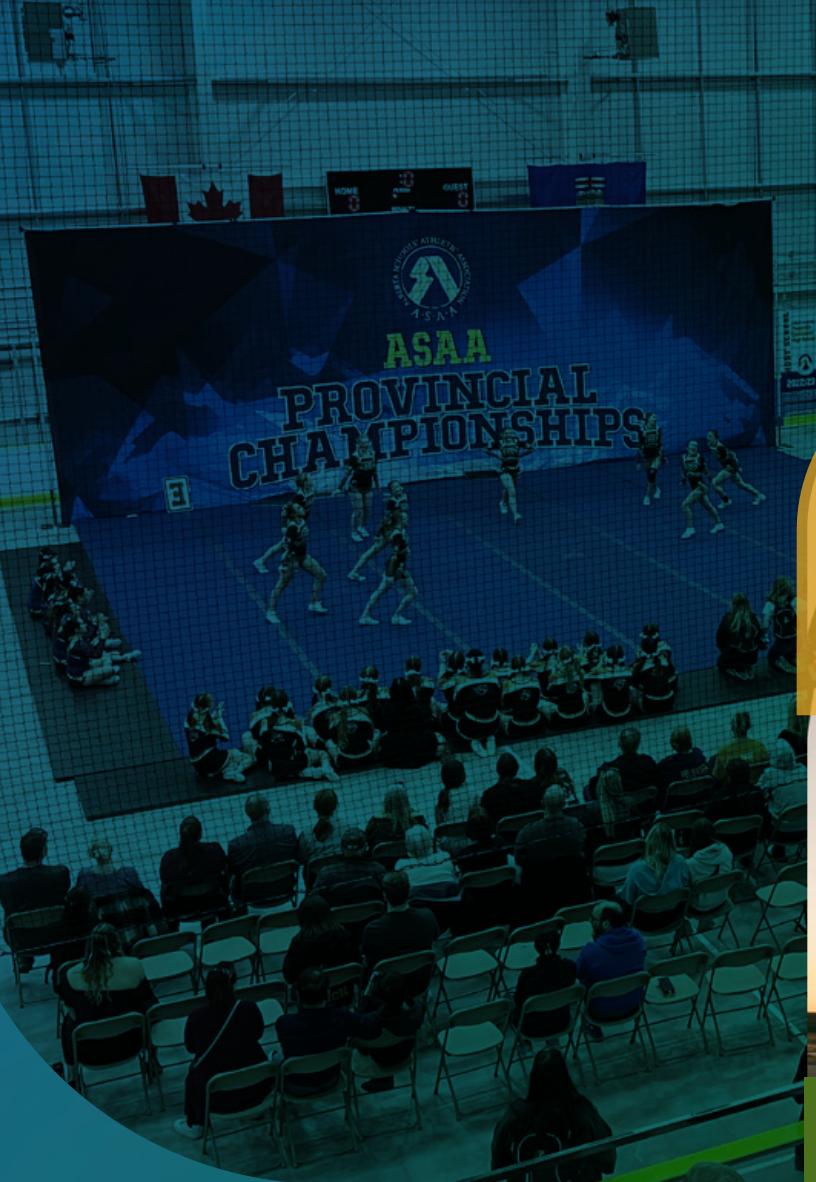
Why Naming Rights Work

- **Unmatched Visibility** – Your brand becomes part of a well-used community landmark.
- **Meaningful Engagement** – Align with local values and support what matters most.
- **Built-in Exposure** – Gain regular mentions in news, promotions and social media.
- **Exclusive Access** – Stand out with custom activation options in high-traffic locations.

Opportunities Available

- **Morinville Leisure Centre (MLC)** – 200,000+ annual visits; options include the Field House, Fitness Centre, walking track and courts.
- **Morinville Community Cultural Centre (MCCC)** – Feature your name on the hall, stage, meeting rooms or M.Y. Loft.
- **Parks, Playgrounds & Trails** – Align your brand with high-traffic outdoor spaces, such as sports fields, walking trails, or the skate park.





Partner with purpose

Elevate your brand.
Support your community.



Contact

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