



Corporation of the Municipality of Temagami

Memo No.  
2019-M-040

Memorandum to Council

Staff  
 Committee

<b>Subject:</b>	Royal Canadian Legion – Ontario Command Advertising Request
<b>Agenda Date:</b>	February 28, 2019
<b>Attachments:</b>	Letter and attachment from Ontario Command

**RECOMMENDATION**

BE IT RESOLVED THAT Council receive Memo 2019-M-040;

AND FURTHER THAT Council approve the inclusion of a business card advertisement in the Military Service Recognition Book.

**INFORMATION**

Correspondence from the Ontario Command of the Royal Canadian Legion follows this report.

Each year, a Military Service Recognition Book is published. To cover the cost and raise some funds for use in their endeavors, sponsorship of the publication is requested. In past years, we have purchased a business card size advertisement. This year the cost of this is \$290, HST included.

While the amount does suggest this is a decision that could be made by Staff, with a new Council and a new Administration, there may be more instances where items such as this are brought to Council for approval. This accomplishes two things. First, your administration gains a better view of what items should continue to have support and, second, Council gains a better understanding of what we have supported in the past.

Prepared by:  
Craig Davidson  
Treasurer/Administrator



www.on.legion.ca

**The Royal Canadian Legion  
Ontario Command**

***“Military Service Recognition Book”***

Dear Sir/Madam:

Thank you for your interest in **The Royal Canadian Legion Ontario Command**, representing **Ontario’s Veterans**. Please accept this written request for your support, as per our recent telephone conversation.

**The Royal Canadian Legion Ontario Command** is very proud to be printing **15,000 copies** of our 6th annual **“Military Service Recognition Book”**, scheduled for release by September 2019. This unique remembrance publication recognizes and honours our Province's Veterans, and helps us fulfill the Legion's role as the "Keepers of Remembrance". Proceeds raised from this annual appeal are also used to support Veterans Transition Programs to help modern day Veterans that suffer from PTSD and other challenges.

The Legion is recognized as one of Canada’s largest Veterans Support Organizations and we are an integral part of the communities we serve. This project helps ensure the Legion’s continued success.

We would like to have your organization's support for this Remembrance project by sponsoring an advertisement space in our "Military Service Recognition Book."

Please find enclosed a rate sheet for your review. Whatever you are able to contribute to this worthwhile endeavor would be greatly appreciated. For further information please contact **Ontario Command Campaign Office** toll free at **1-855-241-6967**.

**Thank you for your consideration and/or support.**

Sincerely,

**Sharon McKeown**  
President



www.on.legion.ca

## The Royal Canadian Legion Ontario Command

### *“Military Service Recognition Book”*

#### Advertising Prices

<u>Ad Size</u>	<u>Cost</u>	<u>HST</u>	<u>Total</u>
Full Colour Outside Back Cover (SOLD)	\$2,132.74	+ \$277.26	= \$2,410.00
Inside Front/Back Cover (SOLD)	\$1,853.98	+ \$241.02	= \$2,095.00
2 Page Spread (Full Colour)	\$2,964.60	+ \$385.40	= \$3,350.00
Full Page (Full Colour)	\$1,482.30	+ \$192.70	= \$1,675.00
Full Page 7" X 9.735"	\$1,110.62	+ \$144.38	= \$1,255.00
½ Page (Full Colour)	\$831.86	+ \$108.14	= \$940.00
½ Page 7" X 4.735"	\$646.02	+ \$83.98	= \$730.00
¼ Page (Full Colour)	\$504.42	+ \$65.58	= \$570.00
¼ Page 3.375" X 4.735"	\$415.93	+ \$54.07	= \$470.00
1/10 Page (Full Colour)	\$300.88	+ \$39.12	= \$340.00
1/10 Page (Business Card) 3.375" X 1.735"	\$256.64	+ \$33.36	= \$290.00

H.S.T. Registration # 10686 2824 RT0001

All typesetting and layout charges are included in the above prices.

A complimentary copy of this year's publication will be received by all advertisers purchasing space of 1/10 page and up, along with a Certificate of Appreciation from the Ontario Command.



PLEASE MAKE CHEQUE PAYABLE TO:

The Royal Canadian Legion  
Ontario Command  
(RCL ON)  
(Campaign Office)  
P O Box 8055, Station T CSC  
Ottawa, ON K1G 3H6

