

Print Resources	
Hamilton Spectator	<ul style="list-style-type: none"> • Quarter page advertisement • 100,000 readers • \$1600.00/daily edition
Media Release	<ul style="list-style-type: none"> • Announcement made by Communication staff to the media. • Min. 100,000 readers if media release is picked up by Hamilton Spectator
Hamilton Community Newspaper	<ul style="list-style-type: none"> • Half page advertisement • 50,000 readers across the 4 editions (Ancaster News, Dundas Star News, Hamilton Mountain News and Stoney Creek News) • \$2,550.00/ daily edition
Turtle Island Newspaper	<ul style="list-style-type: none"> • Half page advertisement • 10,000 readers • \$700.00/weekly edition
Snapd Newspaper	<ul style="list-style-type: none"> • Half page advertisement • 50,000 readers • \$700.00/monthly edition
Neighbourhood Community Newspapers (As identified by the Neighbourhood Association Directory)	<ul style="list-style-type: none"> • Depending on circulation schedule (monthly or quarterly), advertisement in each edition during any recruitment campaign. • Neighbourhood Newsletter readers
@ CityofHamilton Newsletter	<ul style="list-style-type: none"> • Quarter of a page advertisement in quarterly edition within the recruitment campaign. • 8,000 City of Hamilton Staff. Next edition of Newsletter published October 2018
Our Future Hamilton Newsletter	<ul style="list-style-type: none"> • Quarter of a page advertisement in quarterly edition within the recruitment campaign. • 2,500 Our Future Hamilton community partners
Posters (400) created by City of Hamilton Staff	<ul style="list-style-type: none"> • Placement at City of Hamilton Recreation Centres and Libraries as well as key community agencies that target diverse populations. • In excess of 5 million participant visits across COH recreation facilities (with 30,000 unique users who participated in registered programs) • \$400.00 for 400 posters(approx.) • \$200.00 for poster mail out (approx.)

Electronic Medium Resources	
Banner on eNet	<ul style="list-style-type: none"> • Daily exposure on eNet during recruitment campaign. • Approx. 7,000 users
Banner on Hamilton.ca	<ul style="list-style-type: none"> • Daily exposure on Webpages during recruitment campaign. • Approx. 15,000 users/day
City of Hamilton Social Media feeds (Facebook, Instagram, Twitter)	<ul style="list-style-type: none"> • Unlimited opportunity for feeds to be reposted or retweeted during recruitment campaign • 63,300 City of Hamilton Twitter followers • A general tweet will receive 5-8,000 impressions
City of Hamilton LinkedIn page (professional networking)	<ul style="list-style-type: none"> • Daily exposure to LinkedIn subscribers during the recruitment campaign. • 4,500-20,000 LinkedIn users per post
TV Monitors at Hamilton Farmer's Market	<ul style="list-style-type: none"> • Continuous feed on Market days during recruitment campaign. • 10,000 Market users /week
Neighbourhood Community Social Media feeds (as identified in the Community Neighbourhood Directory)	<ul style="list-style-type: none"> • Unlimited opportunity for feeds to be reposted or retweeted during recruitment campaign. • 50 Community Neighbourhoods and 32 Related Community Groups • Over 200 contacts on master mailing list
Our Future Hamilton special email notification	<ul style="list-style-type: none"> • Email notifications during recruitment campaign. • 2,500 community partners (organizations and citizens)
Email blasts to City of Hamilton created special community lists (as identified by Hamilton Anti-Racism Resource Centre)	<ul style="list-style-type: none"> • Unlimited opportunity for recipients to forward email through their personal social media networks. • 80 + Ethno racial community organizations
Snapd Event Calendar	<ul style="list-style-type: none"> • Post link to City of Hamilton Web page during recruitment campaign. • Calendar content is generated by an engaged community interested in promoting events.
Email blast through Information Hamilton	<ul style="list-style-type: none"> • E-mail blasts on a as requested basis during the recruitment campaign. • 500 registered business, organizations and individual citizens • \$25.00 for 1st blast • \$20.00 for each subsequent blast.

<p>DiverseCity onBoard (professional networking)</p>	<ul style="list-style-type: none"> • One time subscription by City of Hamilton Staff. Advertisement can be emailed during recruitment campaign. • 200 qualified Hamilton community members with training in board governance • \$500.00 annual fee
<p>Public Information Session</p>	
<p>Open House</p>	<ul style="list-style-type: none"> • Invite participation through print media and electronic medium advertisement approaches. Light refreshment offered. • \$100.00
<p>Community Meeting Attendance</p>	<ul style="list-style-type: none"> • Internally communicate Advisory (Volunteer) Committee opportunities to City of Hamilton Staff who regularly interact with community agencies and groups. • Dependant on the number of available community meetings that occur in the recruitment period