

ADVERTISING IN THE GUIDE IS EASY!



THREE TIMES A YEAR, 40,000 PRINTED COPIES ARE DELIVERED!



SUBMISSIONS

Are now accepted online!
Visit reddeer.ca/activityguide for all the details including sizes and prices.

The City of Red Deer's Activity Guide provides the most comprehensive listing of local recreation and leisure activities available.

ADVERTISING RATES:

(effective January 2015)

Inside Pages (Grayscale only)

| | | | |
|----------------------------|--------------------|-----------|------------|
| Club Listing | \$84.70 | \$48.40* | Non-Profit |
| Program Listings | \$84.70 | \$48.40* | Non-Profit |
| Quarter Page | \$352.00 | \$181.50* | Non-Profit |
| Half Page | \$786.50 | \$333.30* | Non-Profit |
| Full Page | N/A | \$635.80* | Non-Profit |

Front Cover (full colour glossy)

| | | |
|---------------------|--------------|------------|
| Full Page | Inside Front | \$1,295.00 |
|---------------------|--------------|------------|

Back Cover (full colour glossy)

| | | |
|---------------------|--------------|------------|
| Full Page | Inside Back | \$1,295.00 |
| Full Page | Outside Back | \$1,595.00 |

- *Accredited Non-Profit rate, must be verified by AB Registry.
- Preferred placement is NOT available.
- Invoices must be paid within 30 days of receipt of invoice. Should you wish to cancel your ad after submitting your ad Requisition Form, or you have not supplied your artwork by the specified deadline, you are still liable for the full payment of your ad space.

SUBMISSION REQUIREMENTS:

Club & Program Listings

Must follow the Style Guide and can only be submitted through the online form. Listings with incorrect spelling, grammar or formatting may not be accepted.

Ads (Inside Pages)

Must be **GRAYSCALE**. Colour is not available. See the Ad Size Guide for measurements. All artwork must be supplied by the advertiser. No artwork is created in-house.

PDF

PDF is the preferred file format for ad submissions. Use 'Press Quality' Adobe Acrobat Distiller settings. Embed all fonts or convert fonts to outline, do not subset fonts. We will also accept high resolution (minimum 300dpi) tiff files.

Cover Ads

Must be **CMYK** full colour with 0.375" bleed on all sides, no trim marks.

STAY CONNECTED



Receive email notifications regarding Calls for Submissions for the Activity Guide, visit reddeer.ca/Alerts.