

THE CITY OF RED DEER ACTIVITY GUIDE

Ad & Listing Style Guide

LISTINGS

Definition: A listing is a program description that contains only text, no images.

Size: Program listings are 750 characters or 15 lines of copy at a maximum of 50 characters per line, whichever occurs first (excluding the title). Titles may run no longer than two lines. The total listing size translates to approximately 2.5 x 3” of page space in the printed copy, so long as the Guide maintains a two-column layout, printed at 7.5 x 10.25”.

Formatting:

Layout of program listings (example):

Art Adventures

The perfect class for a young artist who wants to explore several different art-making experiences. Children learn about composition, form, colour theory and art history while completing projects in drawing, painting, printmaking, sculpture and ceramics. Supplies included, 7 weeks.

Culture Services Centre 6-8yrs \$125.00
Sat Sep 23-Nov 18 9:30-11:00am **#85951**

Culture Services Centre 9-12yrs \$125.00
Sat Sep 23-Nov 18 11:30-1pm **#85952**
Instructor: Alysse Bowd
No class Oct 7, Nov 11

Ensure the following information is included in each listing:

- ▶ Title
- ▶ Description (concise, 2-4 sentences outlining what the program or activity is)
- ▶ Dates, days, time, location
- ▶ Age group
- ▶ Cost
- ▶ Phone number and/or website for more information or registration

Use the following abbreviations in program listings:

- Months – Three letters, capitalize first; no period, i.e., Jan Apr Jul Oct
- Days – Three letters, capitalize first; no period, i.e., Sun Tue Thu Sat
- Times/Hours - am and pm - lowercase, no periods, and hours will be identified as 7:00 (not 7), i.e., Sat May 4-25 11:00am-12:30pm
- Age Groups - no brackets, no apostrophes, no periods after abbreviations.

mos yrs
Adult All Ages
Family +

(Examples of age groups – 16+ yrs, 5-7 yrs, 6 mos)

- Numbers one to nine are spelled out; 10 and up are written numerically
- Use only a single space when a gap is required, i.e. Jul 13(space)Sat(space)10:30pm
- Include GST in prices (as applicable)
- Use Canadian spellings, i.e. metre, not meter; colour, not color
- Hyphen use: when putting together two or more words that will describe something else (used as an adjective), hyphenate the words. E.g. drop-in program; five-week program; multi-use pass; high-energy program; muscle-building workout. Also hyphenate age descriptions, i.e. three-year-olds
- Use the '&' symbol in program titles only. In the description, use 'and' and not '&'
- Do not use abbreviations within the program description; instead, spell out 'Tuesday', 'October', 'information', and so on. Use abbreviations only in the listing details
- Website is one word with a lower case 'w'
- Pickleball is one word. For the purpose of the Activity Guide, water park is two words.
- If using a slash, do not include spaces on either side of it: boys/girls
- If there is no class on a certain date (due to a holiday, i.e. Thanksgiving), do not include this in the description but in the listing details. This will ensure consistency throughout the Guide.

ADS

Definition: An ad is a graphic that contains images to promote a program, activity or event

Sizes: The following sizes are available:

1. **Full page:** 6.25 x 9.25"
2. **Half page vertical:** 3 x 9.25"
3. **Half page horizontal:** 6.25 x 4.5"
4. **Quarter page vertical:** 3 x 4.5"
5. **Quarter page horizontal:** 6.25 x 2.3125"

Formatting:

- ▶ All ads are in black and white/greyscale. Colour is not available.
- ▶ PDF is the preferred file type. High resolution JPG or TIFF files are also accepted (minimum 300 dpi)
- ▶ Ad artwork must be created and maintained by the advertiser. The City is not responsible for storing, creating, or updating ad artwork.

SUBMITTING CONTENT

To submit your listing go to www.reddeer.ca/ActivityGuide, scroll to the bottom of the page and select "Submit your Activity Guide ad online." You may submit multiple ads and listings using one form by selecting "Add Listing".

The City of Red Deer reserves the right to adjust ALL submissions so they are consistent with the standards outlined above.