

ACTIVITY GUIDE – Ad & Listing Style Guide

Size:

Program Listing are 750 characters or 15 lines of copy at a maximum of 50 characters per line, whichever occurs first. This value excludes 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)

Culture Services Centre 8-10 yrs \$99.50

Sat May 4-25 10:00am-12:30pm

OR 10:30-11:30am

(Repeat LOCATION, AGE & COST if necessary for different sessions)

Instructor: Jane Doe

**Please single space between entries. While this may not look lined up on your page, the result will be lined up by the printer.*

- ✓ Ensure the following information is included in your program listing:
 - Title
 - Description
 - Dates, Days, Time, Location
 - Phone number and website for information or registration.
 - Age Group
 - Cost
- Use only a single space when a gap is required (i.e. Jul 13(space)Sat(space)10:20pm).
- Do not use headings (i.e. Date: May 5, Time: 5:00pm, etc.). Simply state the course date(s).
- Include GST in prices as applicable for all programs and activities.
- **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)

Program Descriptions

- ✓ Use Canadian spellings: e.g. – 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: three-year-olds
- ✓ You may use the ‘&’ symbol in program titles only. In sentences, use ‘and’ not ‘&’.
- ✓ As opposed to your listing information, do not use abbreviations within the program description: in your description paragraph, spell out ‘Tuesday,’ ‘October,’ ‘information’ and so on.
- ✓ ‘website’ is one word: lower case ‘w’.
- ✓ If using a slash, do not put spaces on either side of it: boys/girls.
- ✓ Numbers one to nine are spelled out; 10 and up are written numerically.
- ✓ **The City of Red Deer reserves the right to adjust ALL submissions so they are consistent with the standards outlined above.**

Submitting

To submit your listing go to reddeer.ca/ActivityGuide, scroll to the bottom of the page and select “Submit your Activity Guide ad online.”

Ads

- **See Ad Sizes** at reddeer.ca/ActivityGuide
- All ads are in black and white/greyscale. There is no colour available unless on cover ads.
- PDF is the preferred file type. High resolution (300 dpi) JPG or TIFF files are also accepted.
- All ad artwork must be created and maintained by the advertiser. The City is not responsible for storing, creating or updating ad artwork.

Full Page – 6.25 x 9.25”
Half Page Vertical – 3 x 9.25”
Half Page Horizontal – 6.25 x 4.5”
Quarter Page Vertical – 3 x 4.5”
Quarter Page Horizontal – 6.25 x 2.3125”

For any questions, please contact the Activity Guide Coordinator at 403.342.8147 or ActivityGuide@reddeer.ca.