

Town of Blackfalds Program & Activity Guide Advertising Rates Winter 2019

NOTE: If you already submitted an ad for the Fall 2019 Program & Activity Guide, it will automatically be added to the Winter guide. If you did not advertise in the Fall guide, the prices will be half of what is shown below.

CIRCULATION

The Town of Blackfalds Program & Activity Guide is distributed to over 3000 residents & businesses and is available at various public locations throughout Blackfalds, Sylvan Lake, Lacombe and Red Deer.

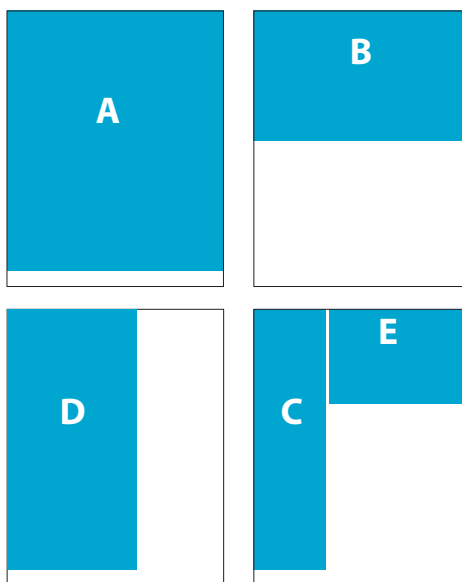
Produced twice a year, the Spring/Summer issue covers the months of March through to August, while the Fall guide will cover September to December and the Winter issue will run from January to March. We also publish digital copies of the guide on our website and promote it on the Town's social media channels for additional exposure to your brand.

The guide contains all available Town programming including Fitness, Arts & Culture, FCSS, Library and various other programs, as well as special events and other activities going on in and around Blackfalds during the season.

The guide appeals to all ages and covers a wide range of interests. With such a diverse assortment of activities and a young and active demographic, you will be advertising to your target audience and reaching potential new customers.

ADVERTISEMENT SPECS

Guide Trim Size 8.25" x 10.5"



AD PRODUCTION

- All advertisements are printed in full colour.
- Advertisements must be sent electronically (no scans please) in PDF or high resolution (300 dpi) JPG or TIF format..
- Tweaking or editing of ads may be subject to an \$20 editing fee.
- Design of ads are available at \$25 per hour from our in-house art department.
- All ads that are placed in the Program & Activity Guide will be done so at the discretion of the Marketing and Communications Department.

Please book your ad space no later than **noon, Nov 1, 2019.**

Ad Sizes		Dimensions (Width x Height)	Business	Non Profit
A	Full Page	8" W x 10" H	\$395	\$335
A	Two-page Spread*	8" W x 10" H	\$750	\$625
B	Half page	8" W x 5" H	\$205	\$175
C	1/3 page	2.35" W x 10" H	\$135	\$110
D	2/3 page	5.25" W x 10" H	\$250	\$205
E	Large Business Card	5.25" W x 3.25" H	\$75	\$60

***Please add min. 0.25" bleed.**

Prices do not include GST. Advertisers will be invoiced upon distribution of publication.

**Ad Submission Deadline: 4:00 p.m.
Nov 7, 2019**

**Guide Distribution Date:
December 13, 2019**

Send your advertisements to marketing@blackfalds.com
Questions? Call **403.885.6241**

