

## 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”.

**Rates:**

- Commercial advertiser: \$84.70 + GST
- Not-for-profit advertiser: \$48.40 + GST

**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.

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                  7 classes

**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 (Mon, Tue, Wed, Thu, Fri, Sat, Sun)
- 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

## ADS

**Definition:** An ad is a graphic that contains images to promote a program, activity or event  
The following sizes are available:

Size	Dimensions	Not-for-profit rate	Commercial rate
Full page	6.25 x 9.25”	635.80 + GST	Not available
Half page vertical	3 x 9.25”	333.30 + GST	786.50 + GST
Half page horizontal	6.25 x 4.5”	333.30 + GST	786.50 + GST
Quarter page vertical	3 x 4.5”	181.50 + GST	352.00 + GST
Quarter page horizontal	6.25 x 2.3   25”	181.50 + GST	352.00 + GST

### 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 (min. 300 dpi)
- ▶ Ad artwork must be created and maintained by the advertiser. The City of Red Deer is not responsible for storing, creating, or updating ad artwork.

## SUBMITTING CONTENT

To submit your listing go to [www.reddeer.ca/ActivityGuide](http://www.reddeer.ca/ActivityGuide), scroll to the bottom of the page and select “Want to advertise in the Guide?”, then click the green button labeled “Submit your Activity Guide ad or listing”. You may submit multiple ads and listings using one form. To add a second listing or ad, select “Add Listing” above the subtotal.

**The City of Red Deer reserves the right to adjust ALL submissions so they are consistent with the standards outlined above. Advertisers are responsible for proofing your content before the Activity Guide is printed.**