



CITYGUIDE

*A new advertising option
for your business!*

Raise Your Profile - Advertise in the City Guide

The City Guide is Leduc's primary recreation and wellness guide – connecting the community to the exciting programs and activities in our city.

In partnership with the Leduc Chamber of Commerce, the City of Leduc is offering businesses the opportunity to advertise in the City Guide.

The guide is published four times a year and is available in both print and online versions – giving your full colour advertisement convenient and continuous access to an active and affluent market.

This go-to reference guide is printed and distributed seasonally, four times per year, and is read by thousands of families and visitors.

Physical copies of the guide are distributed to and available at the Leduc Recreation Centre, Leduc Civic Centre, Leduc Public Library, Leduc Chamber of Commerce, and all hotels in Leduc and Nisku.

The online edition extends its reach well beyond the city limits.



2017 Publishing Schedule

Edition	Publish Date	Deadline for Ads
Spring Edition	February 14, 2017	January 10, 2017
Summer Edition	May 12, 2017	April 10, 2017
Fall Edition	August 11, 2017	July 3, 2017
Winter Edition	November 11, 2017	October 9, 2017

Book Your Ad Today!

Contact the Leduc Chamber of Commerce at **780-986-5454** or info@leduc-chamber.com to place your ad or for more information.

Chamber members receive an additional 5% discount on advertising rates.

Ad Sizes & Affordable Rates

Ad Size	x1	x2	x3	x4
Full Page	\$850	\$808	\$765	\$723
1/2 Page	\$531	\$505	\$478	\$452
1/4 Page	\$319	\$303	\$287	\$271
1/8 Page	\$186	\$177	\$167	\$158
Inside Back	\$895	\$850	\$806	\$761

Chamber members receive an additional 5% discount on rates.

✓ **Visa** ✓ **MasterCard** ✓ **Interact Debit** ✓ **Cash/Cheque**

Revenues go directly to supporting the Chamber, while providing cost reductions for the City.

Advertising Terms & Guidelines

- All ads are in full colour
- Acceptable formats: PDF or JPEG (at least 300 dpi)
- All advertising pre-paid
- Artwork provided to spec, on deadline
- No refunds for booked space
- Ads are accepted on a first-come first-served basis

Ad placement is at the discretion of the City of Leduc. Advertising is governed by the City of Leduc Sponsorship & Advertising Policy. The City of Leduc cannot guarantee the acceptance of advertising material or its placement, and reserves the right to reject any advertising proposal. The advertiser warrants and represents that the advertiser has ownership of all material subject to copyright. The City of Leduc or Leduc Chamber of Commerce is not responsible for content errors in submitted electronic artwork or for any advertisement submitted or revised after deadline.

AD SIZES & LAYOUT ON NEXT PAGE...

1/4 Page
(3.59" wide x 4.57" tall)

1/8 Page
(3.59" wide x 2.19" tall)

1/8 Page
(3.59" wide x 2.19" tall)

1/2 Page
(7.38" wide x 4.57" tall)

Full Page (interior)
(7.38" wide x 9.33" tall)