

# CITY GUIDE

## AD RATES & SIZES

The City Guide is Leduc's go-to recreation and wellness publication - providing information on many City activities and programs. It is published four times per year online. The Flipbook style allows the guide to be more interactive. Pages packed with activities, programs, schedules, services and upcoming events - the City Guide is a great way to promote your business, association, activities and/or events being offered. Plus your advertisement will link to your website. The City Guide provides exposure for your brand within the community and surrounding area.



[Sample Flipbook Style City Guide](#)

**Effective and affordable.**  
**Stretch your advertising budget with the multiple-edition discount.**  
**Plus bundle with our Arena / Field Board Advertising for even greater impact and value.**

Ad Size	x1	x2	x3	x4
Full Page	\$870	\$825	\$780	\$740
1/2 Page	\$545	\$515	\$490	\$465
1/4 Page	\$325	\$310	\$295	\$280
1/8 Page	\$190	\$180	\$170	\$160

### ADVERTISING TERMS & GUIDELINES

- Ad space is accepted on a first-come first-served basis
- All ads are in full colour
- Artwork provided to spec, on deadline
- No refunds for booked space

### PAYMENT METHODS

Visa  
 MasterCard  
 Cash/Cheque

**You don't need to do it all on your own.**

Graphic Design services are available for \$65/hour.

### BOOK YOUR AD

**Denise Broadbent**  
 Corporate Partnerships Coordinator  
 780-980-7178 | [dbroadbent@leduc.ca](mailto:dbroadbent@leduc.ca)

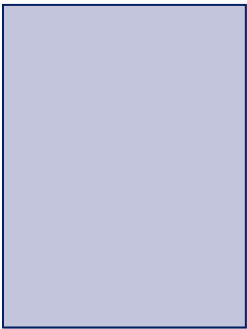
Ad placement is at the discretion of the City of Leduc. Advertising is governed by the City of Leduc Sponsorship & Advertising Policy. The City of Leduc cannot guarantee the acceptance of advertising material or its placement, and reserves the right to reject any advertising proposal. The advertiser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





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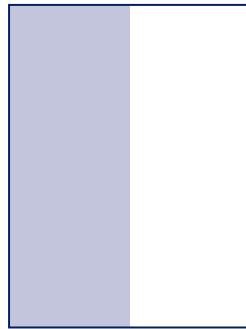
## AD SPECS



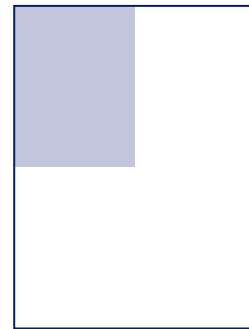
**FULL PAGE**  
7.25" X 9.75"



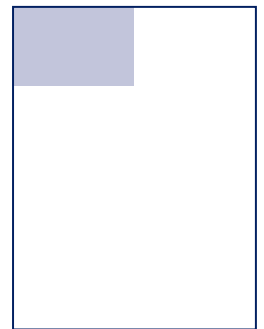
**1/2 PAGE  
HORIZONTAL**  
7.25" X 4.875"



**1/2 PAGE  
VERTICAL**  
9.75" X 3.625"



**1/4 PAGE**  
3.625" X 4.875"



**1/8 PAGE**  
3.625" X 2.45"

### TECHNICAL REQUIREMENTS

Please submit all ads as a high resolution PDF at 300 dpi in CMYK format.

### COLOR REQUIREMENTS

Please submit all ads in CMYK format.

### BLEED REQUIREMENTS

Ads submitted **do not** require a bleed or crop marks.