

2018 Program Guide Information & FAQ

Moving forward, the City of Wetaskiwin will only produce two (2) program guides each calendar year (Spring & Summer, and Fall & Winter).

The guides will be available online, with only a few printed copies available upon request. Please visit www.wetaskiwin.ca/programguide to register your program(s).

***PLEASE READ THOROUGHLY ***

The deadline to submit content is as follows:

- 2018 Spring/Summer Program Guide – Content deadline of February 2, 2018
- 2018 Fall/Winter Program Guide – Content deadline of July 13, 2018

The dimensions of the program guide are 8.5" x 11". Here's the breakdown for ad sizing:

- ¼ page ad | \$75 +GST | 5" wide x 3.25" high
- ½ page ad | \$150 +GST | 7.75" wide x 4.8" high
- Full page ad | \$300 +GST | 7.75" wide x 10" high

Text-only entries of 60 words or less (per program) are free.

If you wish to include a logo with your text entries, a fee of \$50 +GST will be charged. Text entries that are more than 60 words will automatically be billed at the ¼ page rate (\$75).

**Note: The City of Wetaskiwin will not be able to resize your ads. It is the responsibility of each organization to have any advertisements resized to the above dimensions before submitting them.*

FAQ

Can I advertise an event?

Only paid event advertisements will be accepted (see ad sizing and price options above). The free text space is meant for educational, recreational, or personal wellness programs.

Where are the guides distributed?

Moving forward, printed copies of the program guide will be available free of charge to the public at the Manluk Centre, the Library, Wetaskiwin City Hall and the Visitor Information Centre. It will also be featured on our website at www.wetaskiwin.ca. The City of Wetaskiwin will no longer be mailing out the program guides to households.

Who can advertise in the program guide?

Any organization/business in the City of Wetaskiwin, County of Wetaskiwin, or Town of Millet that offers programs in education, recreation or personal wellness can advertise in the guide.

Who invoices me for paid ads?

The City of Wetaskiwin will bill you for your guide submission (if applicable). Invoices can be paid at the Visitor Information Centre at 4910 – 55A Street by cheque (made out to the City of Wetaskiwin), cash, debit, or credit card. Cheques can also be mailed to the Visitor Information Centre at:

Wetaskiwin VIC

4910 – 55A Street

Wetaskiwin, AB

T9A 2R7

How do I register for the Parade of Programs Event at the Drill Hall?

When you fill out the online registration form, there is a section contained within inquiring about the Parade of Programs Event. You can indicate if you wish to attend, how many tables and chairs you require, if you wish to do a demonstration, etc. It is free to have a table at the Parade of Programs, but pre-registration is required. Please phone 780-361-4412 for more information about tables.