

# 2020 Program Guide Information & FAQ

The City of Wetaskiwin produces two (2) program guides each calendar year (Spring & Summer, and Fall & Winter). The guides are mailed out to every T9A household and apartment within Wetaskiwin, and the County of Wetaskiwin, as well as being available online. Printed copies of the guide are also distributed at each corresponding Parade of Programs event. Please visit [www.wetaskiwin.ca/programguide](http://www.wetaskiwin.ca/programguide) to register your program(s).

**\*PLEASE READ THOROUGHLY \***

**The deadline to submit content is as follows:**

- 2020 Spring/Summer Program Guide – Content deadline of January 20, 2020
- 2020 Fall/Winter Program Guide – Content deadline of July 5, 2020

## **Ad Dimensions & Pricing**

The dimensions of the program guide are 8.5" x 11". Below is the price breakdown for ad sizing:

- ¼ page colour ad | \$150+GST | 5" wide x 3.25" high
- ½ page colour ad | \$250+GST | 7.75" wide x 4.8" high
- Full page colour ad | \$400+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 edited for length.

***\*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?**

Yes. 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. We classify events as one-day happenings of a short duration. Exceptions will be considered on an individual basis.

### **Where are the guides distributed?**

The City of Wetaskiwin is continuing to mail out the program guides to all households and apartments in the T9A postal code area and throughout the County of Wetaskiwin. Printed copies are also distributed at each corresponding Parade of Programs event. The program guide can also be found on our website at [www.wetaskiwin.ca/programguide](http://www.wetaskiwin.ca/programguide).

### **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 is available to design my event/program ad?**

The City of Wetaskiwin can supply you with a list of local and area graphic designers to contact. Please email [wetaskiwinparadeofprograms@gmail.com](mailto:wetaskiwinparadeofprograms@gmail.com) or phone 780.361.4417 for more information.

**Who invoices me for paid ads?**

The City of Wetaskiwin will invoice you for your program guide submission (if applicable). Invoices can be paid at Wetaskiwin City Hall by cheque (made out to the City of Wetaskiwin), cash, debit, or credit card. Cheques can also be mailed to Wetaskiwin City Hall at:

*City of Wetaskiwin*

*Attn: Kim Kramer – Recreation Dept.*

*Box 6210*

*Wetaskiwin, AB*

*T9A 2E9*

**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 the form inquiring about whether or not you will be attending 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 booking a table for the Parade of Programs event.