

2019 Regional Program Guide Information & FAQ

The City of Wetaskiwin has partnered with the County of Wetaskiwin again to produce two (2) regional program guides each calendar year (Spring & Summer, and Fall & Winter). The guides are mailed out to every household within the City and County of Wetaskiwin, and can also be found online. Printed copies of the guide are also distributed at each corresponding Parade of Programs event. Please visit www.wetaskiwin.ca/programguide to register your program(s).

***PLEASE READ THOROUGHLY ***

The deadline to submit content is as follows:

- 2019 Spring/Summer Program Guide – Content deadline of January 20, 2019
- 2019 Fall/Winter Program Guide – Content deadline of July 10, 2019

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: It is the responsibility of each organization to have any advertisements sized to the above dimensions before submitting them. Ads that are not sized properly will appear distorted in the guide.*

FAQ

What is a Regional Program Guide?

This regional program guide allows community members from Wetaskiwin & area to view all available programs and events in one place, encouraging connection between each respective community.

Can I advertise an event?

Yes! We classify events as one-day happenings of a short duration. Large public events attract more attention as a display ad. Small events such as community suppers, crib tournaments, etc., can be presented as a free text ad but are restricted to 60 words and no artwork.

Where are the guides distributed?

The Wetaskiwin Regional Program Guide is now mailed out to all households in both the City and the County of Wetaskiwin. Printed copies are also distributed at each corresponding Parade of Programs

event, as well as other key locations throughout the City and County. The program guide can also be found online at 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?

You must provide the finished artwork in the correct dimensions for any paid ad. We can supply you with a list of local and area graphic designers to contact. Please email community@wetaskiwin.ca or phone 780.361.4415 for more information.

Who invoices me for paid ads?

The City of Wetaskiwin will bill you for your paid ad submission. 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:

Attn: Finance

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 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.