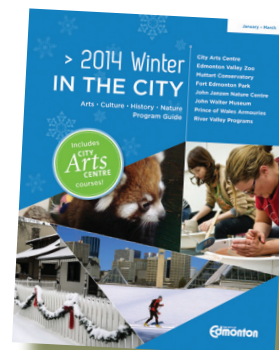


Get your message out to the City!

The City of Edmonton produces an exciting seasonal guide to our city attractions.

This comprehensive 64 page attractions guide is the City of Edmonton's exclusive source for programs, events, facility schedules and amenities in the City's nine attractions centres including City Arts Centre, City of Edmonton Archives, Fort Edmonton Park, Jasper Place Annex, John Janzen Nature Centre, John Walter Museum, Muttart Conservatory Northgate Lions Seniors Centre, and Edmonton Valley Zoo.

The Guide comes out four times per year in the Spring, Summer, Fall and Winter, with 40,000 copies printed. It is distributed by mail to neighborhoods with a high concentration of school aged children. As well, it can be picked up at City of Edmonton recreation facilities, attractions and libraries. The In The City guide is available for download online at www.edmonton.ca/programguides. Each season's guide gets approximately 3,000 downloads.



In The City Guide Advertising Rates

SIZE OF AD	DIMENSIONS	ADVERTISING RATES PER AD/PER EDITION
1/4 Page	3.375" wide x 4.375" high	\$335
1/2 Page Horizontal	7" wide x 4.375" high	\$630
1/2 Page Vertical	3.375" wide x 8.25" high	\$630
Full page	7" wide x 9" high	\$1050

ISSUE	ART & AD PLACEMENT DEADLINE	OUT TO PUBLIC
Spring 2015 (April, May and June)	January 17, 2015	March 3, 2015
Summer 2015 (July and August)	March 14, 2015	May 1, 2015
Fall 2015 (Sept, Oct, Nov and Dec)	June 6, 2015	July 22, 2015
Winter 2016 (Jan, Feb and March)	September 24, 2015	November 7, 2015

To book your space or to inquire about our other unique City of Edmonton advertising opportunities, contact Stacey Wright at **780-944-7744** or email Stacey.Wright@edmonton.ca

Please note: Prices do not include GST or design services.

In the City Guide Advertisement Specifications

Dimensions – Full Page, Half Page and Quarter Page Ads

- 1/4 Page 3.375" wide x 4.375" high
- 1/2 Page 7" wide x 4.375" high
- 1/2 Page 3.375" wide x 8.25" high
- Full page 7" wide x 9." high

Important Notes

- No bleeds. (Please keep within above dimensions)
- If required, 0.25 pt line will be added to all artwork when placed into the publication.

Accepted File Formats

We only accept files in the following formats:

- Adobe Illustrator CS3 or earlier (EPS)
- Adobe Acrobat (Press Ready PDF)
- Adobe InDesign CS3 or earlier
- Adobe Photoshop (TIF OR EPS)

All support files **MUST** be supplied, including fonts, graphics and placed images. All graphics must be sized at 100% in Specified PANTON (coated) (each month the PANTONE is different, so please check with your contact to get the correct PANTONE) at a resolution of 300 dpi.

Important Note

Files in any other format may be rejected. These include files prepared in Microsoft Word or PowerPoint, and any .gif or .jpg files.

