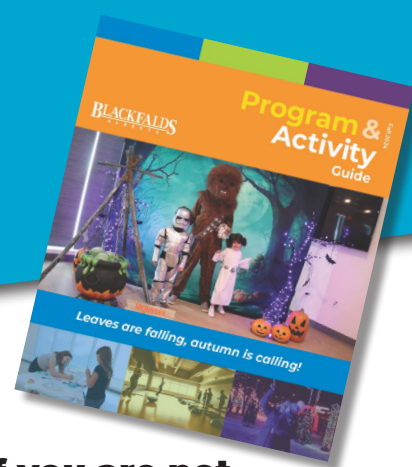


Town of Blackfalds

# Program & Activity Guide Advertising Rates

Fall 2025



**Watch for our email on how to book an ad for this year! If you are not on our advertising email list, please contact [marketing@blackfalds.ca](mailto:marketing@blackfalds.ca)**

## CIRCULATION

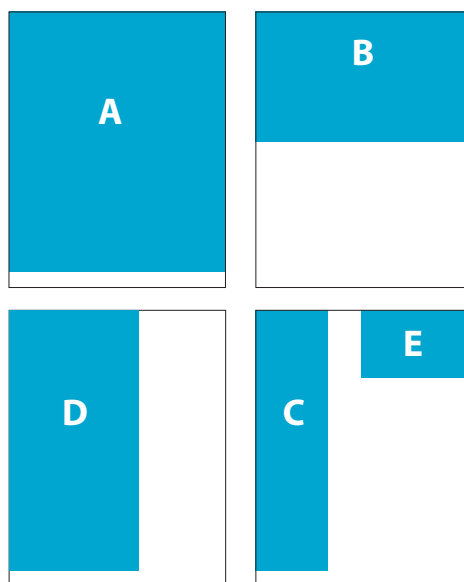
Produced three times a year, the Winter issue covers the months of January through to March, while the Spring/Summer guide will cover March to August and the Fall issue will run from September to December. We publish a digital copy of the guide on our website and promote it on the Town's social media channels for additional exposure to your brand.

The guide contains all available Town programming including fitness, Arts & Culture, FCSS and various other programs, as well as special events and other activities going on in and around Blackfalds during the season.

The guide appeals to all ages and covers a wide range of interests. With such a diverse assortment of activities and a young and active demographic, you will be advertising to your target audience and reaching potential new customers.

## ADVERTISEMENT SPECS

Guide Trim Size 8.25" x 10.5"



## AD PRODUCTION

- All advertisements are displayed in full colour
- Advertisements must be sent electronically (no scans please) in PDF or high resolution (300 dpi) JPG or TIF format.
- Tweaking or editing of ads may be subject to an \$20 editing fee.
- Design of ads are available at \$25 per hour from our in-house art department.
- All ads that are placed in the Program & Activity Guide will be done so at the discretion of the Marketing and Communications Department.

Please book your ad space  
no later than  
**4:00 p.m., July 18, 2025.**

Ad Sizes		Dimensions (Width x Height)	Business	Non Profit
A	Full Page	8" W x 10" H	\$395	\$335
A	Two-page Spread*	8" W x 10" H	\$750	\$625
B	Half page	8" W x 5" H	\$205	\$175
C	1/3 page	2.35" W x 10" H	\$135	\$110
D	2/3 page	5.25" W x 10" H	\$250	\$205
E	Large Business Card	4.125" W x 2.75" H	\$65	\$50

\*Prices do not include GST. Advertisers will be invoiced upon distribution of publication.

**Ad Submission Deadline:**  
**4:00 p.m. July 25, 2025**

**Guide Distribution Date:**  
**August 18, 2025**

**Send your advertisements to [marketing@blackfalds.ca](mailto:marketing@blackfalds.ca)**  
**Questions? Call 403.885.4677**

**BLACKFALDS**  
ALBERTA