



Spring/Summer ad submissions due
January 8, 2024

PROGRAM GUIDE Ad Specifications

4,000 printed copies mailed to Morinville residents

1,000 printed copies distributed to Morinville Town Hall,
Morinville Leisure Centre, Morinville Community Cultural Centre
and Morinville Community Library

A digital version of the program guide is available online at
www.morinville.ca/programguide

Printed and digital copies of the 2024 spring/summer program
guide will be available in print and online

March 6, 2024



Updated
Size
Structure

AD SIZING & PRICING

Full Page - No Bleed
6.76" wide x 8.62" tall

Full Page - With Bleed
8" wide x 10.075" tall

— Include 0.2362 bleed

---- Include .5 safety
from trim area for all ad copy

For Profit: \$326+GST
Non-Profit: \$305+GST

**Half Page
Vertical**
3.32" wide
x 8.6" tall

**For Profit:
\$194+GST**
**Non-Profit:
\$173+GST**

Half Page

6.78" wide x 4.25" tall

For Profit: \$194+GST
Non-Profit: \$173+GST

Bottom Banner

6.75" wide x 2.155" tall

For Profit: \$97+GST
Non-Profit: \$77+GST

Business Card

3.376" wide
x 2" tall

For Profit: \$71+GST
Non-Profit: \$50+GST

Quarter Page

3.32" wide x 4.25" tall

**For Profit:
\$109+GST**
**Non-Profit:
\$88+GST**

**HIGH QUALITY PRINTING:
OUTSIDE COVER PRINTED ON HI-GLOSS STOCK,
INSIDE PAGES PRINTED ON NEWSPRINT.**

AD REQUIREMENTS

- Artwork must be supplied at 100% of printed size and meet all ad sizing specifications
- Type must be at minimum of 6pt at final size

Acceptable file formats:

- PDF file (minimum 300dpi - print quality)
- JPG file (minimum 300dpi - maximum quality)
- All high resolution images must be a minimum of 300dpi at 100% of final print size

- All fonts and photos must be embedded
- All colour within an ad must be CMYK or grayscale
- Files created in a vector-based format such as Adobe Illustrator, must have fonts converted to outlines before generating the PDF
- Files created in Adobe Photoshop, must have all type rasterized before generating the PDF

File submission:

- Completed ads that have met all ad requirements can be emailed to sponsorship@morinville.ca
- For ads that exceed email capacity, please email sponsorship@morinville.ca for large file ad delivery instructions

For more information on advertising in our Program Guide, please contact: Community Engagement & Partnerships Specialist
P. 780-238-5174 | E. sponsorship@morinville.ca | www.morinville.ca