

# 2025 GRANDE PRAIRIE GUIDE ADVERTISING OPPORTUNITIES

[sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com)  
[cityofgp.com/GPGuide](http://cityofgp.com/GPGuide)

CITY OF  
**GRANDE**  
prairie



# REACH GRANDER AUDIENCES

## Advertise in the Grande Prairie Guide

Since 2012, the Grande Prairie Guide has been a community go-to publication, available as a printed booklet or as a PDF accessible from the City of Grande Prairie website. It is published in both English and French. With a 12-month shelf life, advertisers can enjoy long-term exposure including year-round distribution to new audiences locally and beyond.

### Who Reads the Grande Prairie Guide?

While the Grande Prairie Guide is widely known as a publication for newcomers, it is also a lifestyle guide for visitors and residents.

The Guide is distributed by several different organizations throughout Grande Prairie, making it widely accessible to a diverse audience. The Guide is also dispensed by Invest Grande Prairie, the City of Grande Prairie's powerful Economic Development department, both locally and beyond as a tool used to attract investment, business, employees, professionals and more to Grande Prairie. A constant companion to the Invest Grande Prairie team, this guide is shared at trade shows and networking events near and far.

#### Readers are exposed to these topics:

- Grande Prairie overview including history, transportation, maps, and demographics.
- Settling in guidance including key contacts, housing, environment, education, and health care information.
- Lifestyle opportunities such as arts, culture, recreation, and parks.
- Business information such as advantages, resources, and shopping.

Advertisers can expect to reach a varied, interested audience when advertising in the Grande Prairie Guide. A few examples of who is reading the Grande Prairie Guide:

- Residents interested in finding activities for their families.
- Newcomers to Grande Prairie looking to place children in the educational system.
- Business owners researching where to take their next step for growth.

- Site selectors charged with finding potential project locations.
- Visitors to Grande Prairie curious about what Grande Prairie has to offer.

### Grande Prairie Guide Details

The Grande Prairie Guide is published in both English and French. Advertisers may choose to place advertisements in one or both publications. Discounts are available to advertisers who place ads in both editions.

- 6,000 English copies and 1,000 French copies printed.\*
- Online readership and downloads have increased 50% year over year for the past 3 years
- Advertisers may request copies for distribution, set to be available at approximately the beginning of March 2025.
- English and French PDFs will be publicly accessible online once available.
- The Guide is printed in full colour with magazine-quality materials.
- Several advertisement size and price points are available, please see the Advertising Contract for details.
- Advertisements must be booked by **Friday, November 29, 2024.**
- Camera-ready artwork is due on or before **Friday, December 27, 2024.**
- Advertisement(s) are invoiced in **January 2025.**

\*Subject to change

# ADVERTISING CONTRACT

Advertiser Name: \_\_\_\_\_

Legal Name (if different from above): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Are you non-profit?  Yes  No Society Number: \_\_\_\_\_

By providing your email address above, you consent to receiving email communications about your GP Guide advertising contract.\*

I consent to receiving email communications from the City of Grande Prairie about Naming Rights, Sponsorship, and Advertising opportunities that may be available.

**2024 Advertisers:** Would you like to use your previous advertisement?  Yes  No

Placement / Size	Dimensions	English	French	Total
*Back Cover	8.5" x 11"	\$1,620.00 QTY:	\$810.00 QTY:	
*Inside Front Cover – Left	8.5" x 11"	\$1,400.00 QTY:	\$705.00 QTY:	
*Inside Front Cover – Right	8.5" x 11"	\$1,400.00 QTY:	\$705.00 QTY:	
*Inside Back Cover – Left	8.5" x 11"	\$1,400.00 QTY:	\$705.00 QTY:	
*Inside Back Cover – Right	8.5" x 11"	\$1,400.00 QTY:	\$705.00 QTY:	
2 Page Spread	8.5" x 11" (x2)	\$1,730.00 QTY:	\$865.00 QTY:	
Full Page	8.5" x 11"	\$1,190.00 QTY:	\$595.00 QTY:	
1/2 Page – Horizontal	7.5" x 4.75"	\$865.00 QTY:	\$435.00 QTY:	
1/2 Page – Vertical	3.6" x 10"	\$865.00 QTY:	\$435.00 QTY:	
1/3 Page – Square	4.75" x 4.75"	\$650.00 QTY:	\$325.00 QTY:	
1/3 Page – Vertical	2.3" x 10"	\$650.00 QTY:	\$325.00 QTY:	
1/6 Page	2.3" x 4.75"	\$435.00 QTY:	\$215.00 QTY:	

10% off for non-profit organizations.	Discounts if applicable	
10% discount for advertising in both languages.	5% GST	
<b>*May be subject to right of first refusal. Contact us for availability.</b>	<b>TOTAL</b>	

## Advertisement Design

**Advertisement design is NOT included in your advertising fee.** You are free to use any professional designer of your choice. Approved, camera-ready advertisements must be received by **Friday, December 27, 2024 at 12 noon MST**. Advertisement files must meet Advertisement Submission Requirements listed in this document.

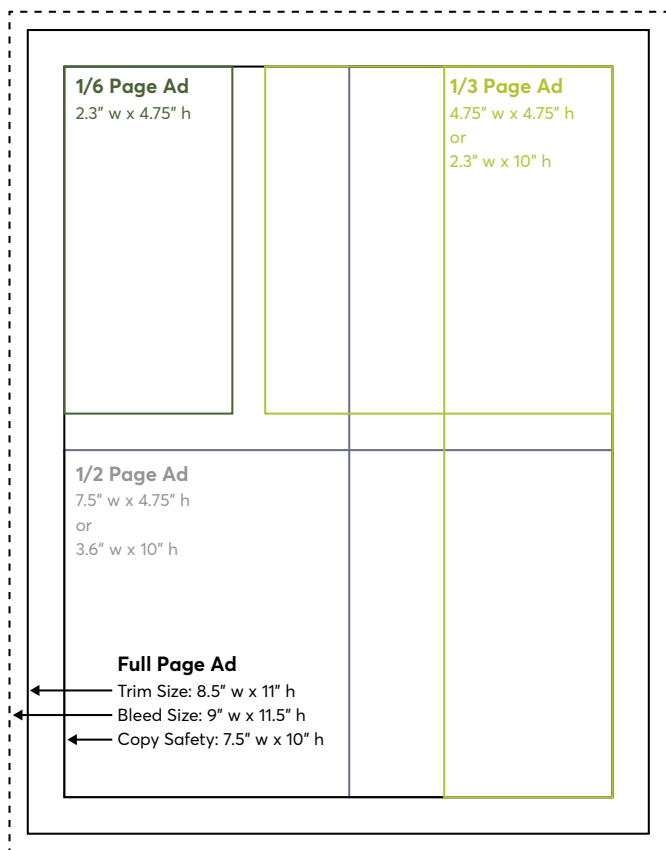
## Payment Terms

Payment is due within thirty (30) days of invoice. Payments can be made by debit, credit card or cheque to the City of Grande Prairie c/o GP Guide. Include your invoice number on cheques.

\*Any personal information collected in relation to this Advertising Order Form is authorized under Section 33(c) of the Freedom of Information and Protection of Privacy Act, RSA 2000, c. F-25 ("FOIP Act"), as amended from time to time. The information will only be used for internal purposes to contact you in regard to your order request and for billing purposes. Once the contract is fulfilled, the City will destroy any personal information accordance with the FOIP Act and the Records Management Bylaw C-1348. If you have any questions about the collection, use, disclosure and destruction of your personal information, please contact: sponsorship@cityofgp.com

# AD SUBMISSION REQUIREMENTS

## Dimensions



## Document Resolution

Files submitted must be sent in standard minimum print resolution, recommended as 300 DPI.

## Document Colour

Files submitted must be sent in the CMYK or grayscale colour space. Files in RGB or Pantone will not be asked to resubmit.

## Photo Elements

Photography and raster images included within the file should have a resolution of 300 DPI. All photo elements should be CMYK.

## Line Art/Text

Line art and text included within the file should have a resolution of 1200 DPI. All line art and text elements should be CMYK.

## Links

All links within the file must be embedded.

## Fonts

All fonts within file should be outlined.

## Colour Saturation

The combined value of CMYK colours used within the advertisement should not exceed 300% ink saturation. "Registration" black should not be used, as this could cause over-saturation of ink.

## Spot Colours

All Pantone/PMS Spot Colours should be converted to CMYK. The printer cannot guarantee a match to brand spot colours.

## Bleeds

If advertisement requires a bleed, please include bleed of 0.25" with crop marks. No bleeds are required for advertisements smaller than a full page.

## Digital File Types

- **Preferred File Format:** Adobe Acrobat PDF
- **Accepted File Formats:** Adobe Illustrator (EPS or AI files), Adobe InDesign (INDD or IDML), Adobe Photoshop (PSD, JPG, TIFF, PNG)
- **Not Accepted File Formats:** Powerpoint, Word, Publisher, Excel, Freehand, Corel Draw, Paint, Quark

## Submission

Final advertisements can be submitted to [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com). If advertisement size exceeds email limits, request a One Drive link by emailing [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com).

## Deadline

Advertisements must be received on or before **Friday, December 27, 2024 at 12 noon MST**. Advertisements received after deadline may not be accepted and advertisement(s) space may be removed.

# ADVERTISING CONTRACT (“CONTRACT”)

## Booking Advertisement Space

A signed Contract must be received by email to [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com) on or before **Friday, November 29, 2024** to reserve space for your advertisement in the Grande Prairie Guide.

## Advertisement

The Advertiser shall pay for the cost of producing the advertisement and updates the Advertiser wishes to make thereto (“**Advertisement**”).

The City of Grande Prairie (“**City**”) will reject any Advertisement that does not meet the approval of the Canadian Code of Advertising Standards.

The City reserves the right to change advertising specifications and rates for the Grande Prairie Guide.

## Ownership

The Advertiser assumes responsibility for the Advertisement submitted and guarantees content is original, does not violate any law or infringe the copyrights, trademarks, trade names or patents of any other person, entity, or corporation, and contains no matter which is libelous, an invasion of privacy, or unlawful appropriation of the name or likeness, or is otherwise injurious to the rights of any other person, and that the Advertiser has obtained all necessary consents prior to submission. The Advertiser assumes liability for all content (including but not limited to, text, representations, and names) of advertisements printed.

## Authorization & Responsibility

No Contract for the Grande Prairie Guide shall be valid unless signed by an authorized agent of the Advertiser. The contact person indicated on the Contract assumes all responsibility for submitting your Advertisement(s) for the Grande Prairie Guide. If an Advertisement is not received by the provided deadline, your space will be forfeited.

## Submissions

Camera-ready advertisements must be submitted by email to [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com) on or before **Friday, December 27, 2024 at 12 noon MST**. A link for One Drive may also be requested by email for larger files.

## Camera-Ready Advertisements

Camera-ready Advertisements are considered approved upon submission. Please ensure you have reviewed your advertisement and made any required changes before submitting it.

Advertisements must be the exact dimensions shown above. If the size is incorrect, you may be asked to rebuild it. The preferred file format for camera-ready Advertisements is PDF.

## Final Print Product

High-resolution digital files may undergo a change in image quality or colour during printing.

## Distribution

The 2024 Grande Prairie Guide will be in circulation from April 2025 to February 2026.

## Liability

The Advertiser shall indemnify and save harmless the City from and against any and all claims, liens, demands, awards, judgments, actions, and proceedings, at law or at equity or under any statute, by whomsoever made, brought, filed, or prosecuted, arising from or in relation to any act or thing done or omitted to be done by the Advertiser, its officers, employees or agents in relation to the Advertiser’s rights or obligations hereunder, PROVIDED HOWEVER that the Advertiser’s said obligation to indemnify and save harmless the City shall not apply to the extent that any claim, lien, demand, award, judgment, action, or proceeding arises from any negligence, intentional tort or other fault (including breach of this Contract) on the part of the City, its authorized officers, employees or agents.

## Termination

The City reserves the right, in its sole discretion, to reject or cancel advertising material at any time. The City shall not be liable for any errors appearing in an Advertisement after the Advertiser has submitted the Advertisement.

The City shall have the right to terminate this Contract at any time, with or without notice to the Advertiser, for non-payment of invoice at the due date. All payments are non-refundable.

# TERMS & CONDITIONS

## Force Majeure

Neither Party shall be deemed to be in default of any provision herein or be liable for any delay, failure in performance, or interruption of service resulting from acts of war, acts of terrorism, criminal acts, acts of God, pandemics, acts of civil or military authority, cyber-attack, labor disruption, civil disturbance, or any other cause beyond its reasonable control.

## Observance of Laws

The Advertiser will always and in all respects comply with, and shall ensure that all persons for whom the Advertiser is responsible at law also complies with, all municipal bylaws, rules or regulations and all other legal requirements whatsoever whether imposed by Municipal, Provincial or Federal authority.

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## Entire Contract

- This Contract supersedes and replaces all other Contracts, letter agreements, written instruments and verbal understandings of any kind whatsoever, pertaining to the subject matter of this Contract.
- All the covenants terms, provisions and undertaking of this Contract shall extend to and be binding upon the City and the Advertiser.
- This Contract shall not be assigned or sub-let, either in whole or in part, by the Advertiser.
- No amendment of this Contract shall be valid unless in writing and signed by each of the Parties hereto.
- The Advertiser is an independent Association from the City and shall not be deemed to be an agent of the City for any purpose whatsoever.
- If any provision of this Contract is determined to be invalid or unenforceable in whole or in part, such invalidity or unenforceability attaches only to such provision and all other provisions in this Contract remain in full force and effect.
- The Advertiser acknowledges that, in executing this Contract, she/he/it/they has/have had the opportunity to seek the advice of independent legal counsel and has read and understands all of the terms and conditions of this Contract and agrees to be bound by them.
- Time shall be of the essence in this Contract.
- This Contract may be executed in counterpart, may be transmitted electronically, signed with digital signature and shall be as binding upon the Parties as though it were an original Contract.
- The person signing below represents and warrants they are duly authorized to so sign on behalf of, and to legally bind the Advertiser in respect to this Contract.

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Authorized Signature

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Date