

# DCA Advertising Submission Specifications

## All Submissions

All submissions should be sent to [advertising@dalhousiecalgary.ca](mailto:advertising@dalhousiecalgary.ca)

Please include the type of content in the subject line and let us know if you need your content promoted for a specific date.

Clients are required to provide the DCA with their desired advertising materials.

## Example Email

- **Subject:** Poster and Social Media Ad
- **Message:** Can you post the attached social media ad for the opening day of program registration? (Feb. 9, 2025)

## Restrictions

- Political advertisements are not permitted unless related to a specific event hosted at the DCA.
- Advertisements for babysitters are prohibited.

## Poster

**Submission Date:** No fixed date, limited to one on display at a time.

**Submit To:** [advertising@dalhousiecalgary.ca](mailto:advertising@dalhousiecalgary.ca) (DCA admin will print and display it).

### Format:

- Dimensions: 8.5in x 11in
- File types: PDF, PNG, JPEG, or Word Document
- Portrait orientation
- Colour or Black & White

**Content:** Include contact information, a QR code, or a website where clients can get more details or register.

**Restrictions:** The poster can be replaced once per month unless key information needs to be corrected (time/dates/website etc.)

## Slideshow (DCA Lobby)

### **Format:**

- 910 pixels x 720 pixels (landscape orientation).
- File type should be PNG or JPEG

**Submission Date:** No fixed date, limited to one on display at a time.

**Submit To:** [advertising@dalhousiecalgary.ca](mailto:advertising@dalhousiecalgary.ca)

### **Content Guidelines:**

- Use large print.
- The TV is mounted above eye level, so avoid excessive text.
- Ensure the slide is readable from a distance.

**Restrictions:** One slide displayed at a time. Slide can be altered or replaced once per month unless key information needs to be corrected (time/dates/website etc.)

## Website Listing (Partner Program or Event)

- **Activity Name**
- **Contact for Registration**
- **Day & Time**
- **Info**

## Social Media Post (Facebook and Instagram)

**Submission Date:** Content is due one month before posting.

**Submit To:** [advertising@dalhousiecalgary.ca](mailto:advertising@dalhousiecalgary.ca)

### **Include:**

- A caption
- the handle of any accounts you would like tagged in the post
- Applicable hashtags

### **Dimensions:**

- Instagram: 1080 pixels x 1080 pixels (square).

- Facebook: 1080 pixels x 1080 pixels (square).

**Restrictions:**

- Must be submitted as a **JPEG** or **PNG** file.
- Requests for specific post dates are considered but not guaranteed.
- Posts are scheduled around DCA content.

## **E-Newsletter Business listing**

**Submit To:** [advertising@dalhousiecalgary.ca](mailto:advertising@dalhousiecalgary.ca)

**Content Requirements:**

- Name: Organization name
- Contact: Email or phone number.
- Website: URL (optional).