Advertising Submission Specifications

All submissions need to be sent to advertising@dalhousiecalgary.ca

- Please identify the type of content in the subject line and note any preferred publication date (While specific dates cannot be guaranteed, we will do our best to publish your content on or before the requested date).
- Clients are responsible for providing all advertising materials and content to the DCA. The DCA does not create advertising content or graphics.
- Graphics may be changed monthly, and clients are encouraged to refresh their materials regularly to maximize the value of their advertising package. Updated graphics must be submitted the month prior to publication.
- To maintain consistent quality, all advertising content is reviewed before publication. Materials may be returned for minor revisions before approval.

Restrictions

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

*Please review what is included in the package you purchased since not all packages offer the same elements.

Poster (DCA Lobby)

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.

Slideshow (DCA Lobby)

Format:

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

Content Guidelines:

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

Restrictions: One slide displayed at a time.

Website Listing (Business Listings section of Website)

Content Requirements:

- A Logo
- Activity Name/Business Name
- Contact for Registration/Website
- Day & Time

Social Media Post (Facebook and Instagram)

Submission Date: Content is due one month before posting.

Include:

- The caption or text to accompany the post
- The social media handles of any accounts you would like tagged
- Any relevant hashtags

Format:

- Must be submitted as a JPEG or PNG file.
- Dimension - Instagram: 1080 px x 1080 px (square) or 1080px by 1350px (vertical)
- Dimensions - Facebook: 1080 px x 1080 px (square).

Restrictions:

- Posts are scheduled around DCA content.

E-Newsletter Business listing (1 Year packages only)

Content Requirements:

- Logo
- Website, Email or Phone Number