

Discover GUIDE TO OUTDOOR ADVENTURE Alberta's Wild Side

2010-2011

Advertising Sizes and Rates

Ad Placement in Discover Alberta's Wild Side	Regular Price Camera-ready ads*	Early Bird Price November 1st, 2009
Back cover	\$6,268.00	\$5,954.00
Inside covers (front & back)	\$5,387.00	\$5,118.00
Full-page	\$4,320.00	\$4,104.00
Half-page	\$2,482.00	\$2,359.00
1/3 page	\$1,942.00	\$1,845.00
Quarter-page	\$1,293.00	\$1,228.00
1/6 page	\$1,076.00	\$1,023.00
1/8 page	\$752.00	\$715.00
1/12 page	\$427.00	\$406.00

Logo Placement on Website**	Regular Price (Camera-ready logos)*	Early Bird Price
Sole Placement on Select Web pages for 12 months	\$599.00	None

Digital Ad Material

ALL Digital files must be supplied as: Indesign CS4 with all supporting links and fonts Photoshop TIF or JPEG, 300dpi PDF, press optimized with fonts embedded or converted to paths.

Ensure all images are CMYK, 300dpi at 100% of printed size.

Ad insertions must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

Web Site Advertising

Web advertising rates are quoted individually. All digital files to be supplied as jpeg, swf or gif. No sound. 1x external link only.

Sizes: 446 x 82 pixels or 210 x 263 pixels

All advertising copy is subject to approval of the Publisher.

* Ad design costs will apply if you do not have a camera-ready ad or require design services.

** You must place a minimum 1/4 page ad in the Guide to be eligible for logo placement on the website.

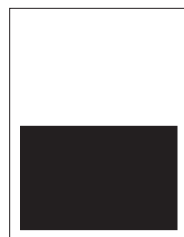
Guide Bleed Size: 8.5" x 11" - Guide Trim Size: 8.25" x 10.75" (.125" bleed)



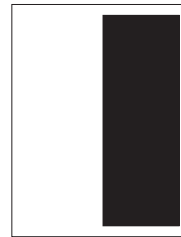
Full Page
8.25" x 10.75"



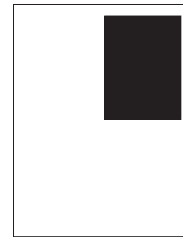
Full Page Island
7.25" x 9.75"



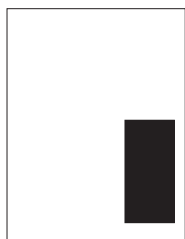
1/2 Page Horiz
7.25" x 4.75"



1/2 Page Vert
3.53" x 9.75"



1/4 Page
3.53" x 4.75"



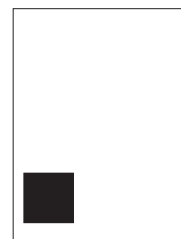
1/6 Page Vert
2.3" x 4.75"



1/6 Page Horiz
4.75" x 2.3"



1/8 Page
3.53" x 2.3"



1/12 Page
2.3" x 2.3"



Banner
7.25" x 2.3"

For advertising sales please contact: Ken Kranrod: ken.kranrod@ab-conservation.com

Submission of ad material to: Don Myhre: don.myhre@ab-conservation.com

Submission of web ad material to: Colin Eyo: colin.eyo@ab-conservation.com