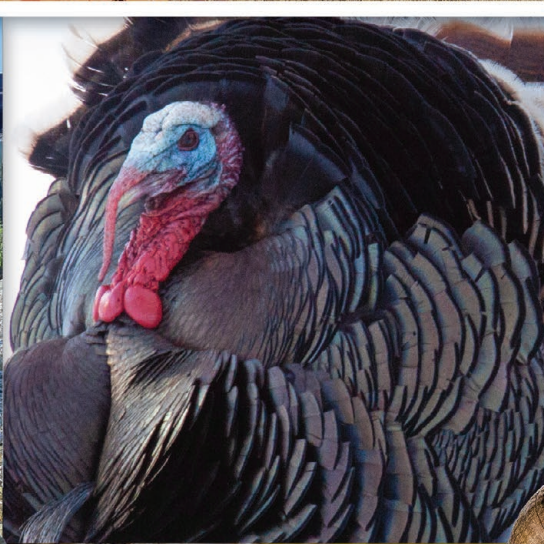




2024

Advertising Rate Card





Conservation Magazine

Spring/Summer 2024

Ad Booking Deadline:

February 16, 2024

Ad Material Submission Deadline:

March 15, 2024

Fall/Winter 2024

Ad Booking Deadline:

June 14, 2024

Ad Material Submission Deadline:

July 19, 2024

Ad Size

Outside Back Cover	\$4,000.00
Inside Cover (front or back)	\$3,000.00
Full Page	\$2,500.00
1/2 Page Horizontal	\$1,500.00
1/2 Page Vertical	\$1,200.00
1/4 Page	\$800.00

For advertising sales and submissions, contact:

Ken Kranrod, advertising@ab-conservation.com

780-410-1989

File Format:

ALL digital files must be supplied strictly as a 300dpi CMYK PDF, sheet-fed press optimized with fonts embedded or converted to paths.

NO other file formats will be accepted.

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

All advertising copy is subject to approval of the Publisher.

Conservation Magazine is published twice a year. In every issue, our readers discover the people, research, and education impacting Alberta's wildlife, fish, and habitat, and learn more about the connection between conservation and hunting and fishing.

Distribution:

- 15,000 hard copies per issue distributed through subscription, trade shows, and industry events
 - Distributed at 15+ trade shows and events
 - Over 13,000 subscription base
- ISSUU Digital format on ab-conservation.com

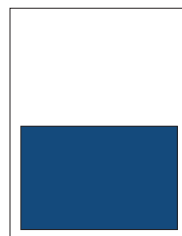
Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



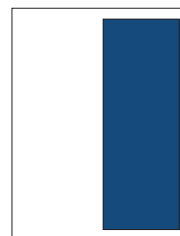
Outside Back Cover
8.25"w x 8.50"h
+ 0.25" Bleed



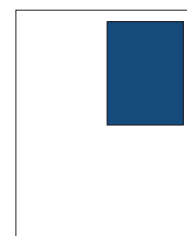
Full Page / Inside Covers
8.25"w x 10.75"h
+ 0.25" Bleed



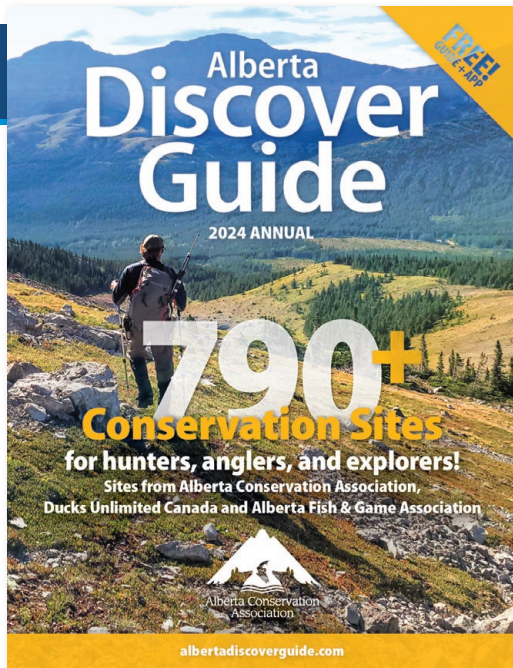
1/2 Page Horizontal
7.25"w x 4.75"h



1/2 Page Vertical
3.53"w x 9.75"h



1/4 Page
3.53"w x 4.75"h



Alberta Discover Guide: Printed Advertising

2025 Annual

Ad Booking Deadline:

September 27, 2024

Ad Material Submission Deadline:

November 1, 2024

Ad Size

Outside Back Cover	\$6,000.00
Inside Cover (front or back)	\$5,000.00
Full page	\$4,000.00
1/2 Page Horizontal	\$2,500.00
1/2 Page Vertical	\$2,500.00
1/4 Page	\$1,200.00
1/8 Page	\$700.00

The *Alberta Discover Guide* features over 790 conservation sites in Alberta. A great resource for Albertans and visitors, this guide makes sites easy to find for hunters, anglers, and outdoor enthusiasts. It's also available as a free app and online at www.albertadiscoverguide.com.

Distribution:

Approximately 25,000 hard copies are distributed across the province through subscription and at over 300 locations including hunting and fishing licence retailers, Travel Alberta and community visitor information centres, industry trade shows, conferences, and events.

For advertising sales and submissions, contact:

Ken Kranrod, advertising@ab-conservation.com
780-410-1989

File Format:

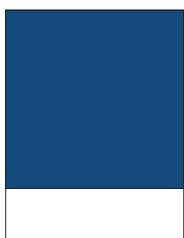
ALL digital files must be supplied strictly as a 300dpi CMYK PDF, sheet-fed press optimized with fonts embedded or converted to paths.

NO other file formats will be accepted.

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

All advertising copy is subject to approval of the Publisher.

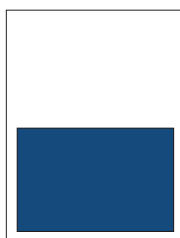
Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



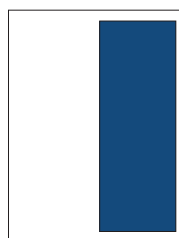
Outside Back Cover
8.25"w x 8.50"h
+ 0.25" Bleed



Full Page / Inside Covers
8.25"w x 10.75"h
+ 0.25" Bleed



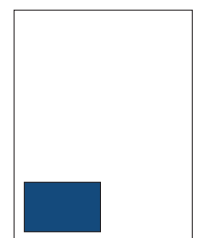
1/2 Page Horizontal
7.25"w x 4.75"h



1/2 Page Vertical
3.53"w x 9.63"h

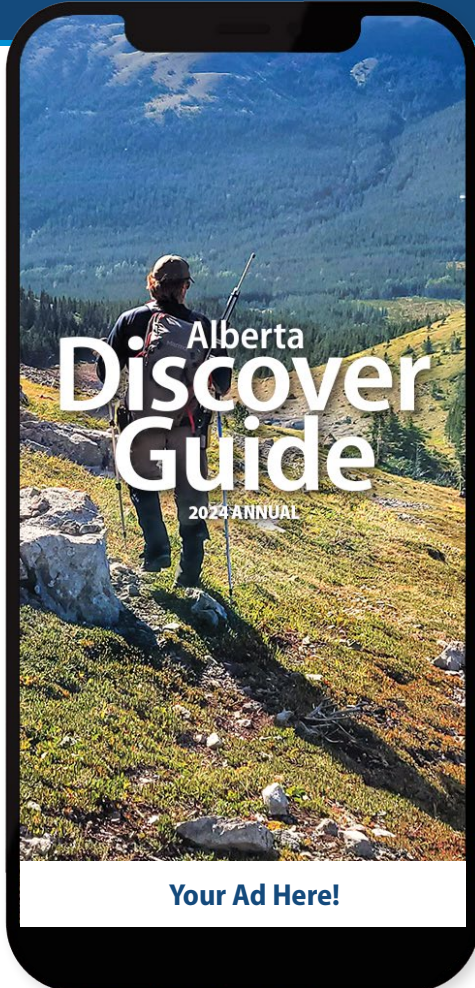


1/4 Page
3.53"w x 4.75"h



1/8 Page
3.53"w x 2.3"h

Alberta Discover Guide: Digital Advertising



The free digital guide is the go-to resource for anglers and hunters—www.albertadiscoverguide.com receives over 198,000 page views/year. Online or on the app, navigating conservation sites and stocked lakes is just a click away.

Ad Type

Site Leaderboard	\$5,000.00
- Run of site	
- 5 ad rotation / 12 months	
App Banner	\$1,500.00
- Run of site	
- 5 ad rotation / 12 months	

For advertising sales and submissions, contact:

Ken Kranrod, advertising@ab-conservation.com
780-410-1989

File Format:

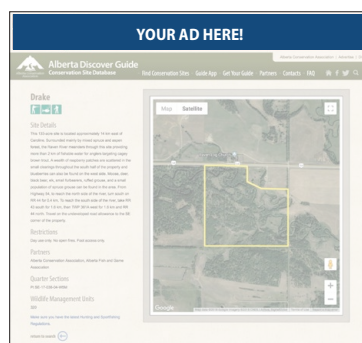
ALL digital ad files must be supplied correctly sized (see below) as PNG or JPG files.

NO other file formats will be accepted.

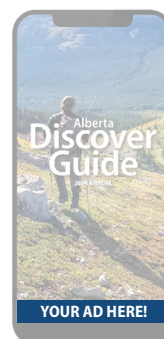
Ad material must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

All advertising copy is subject to approval of the Publisher.

Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



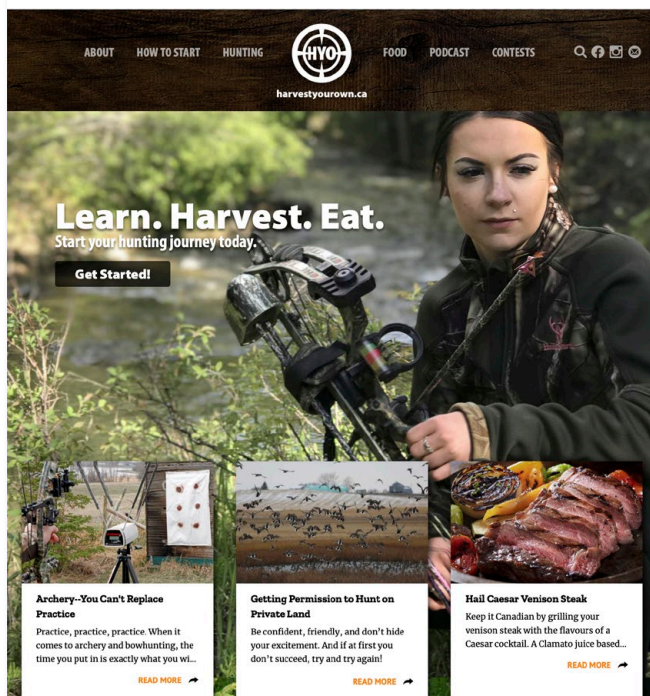
Leaderboard
1500px w x 200px h



Banner
640px w x 100px h



Your Ad Here!



Your Ad Here!



HarvestYourOwn: Digital Advertising

This social media initiative targets new and seasoned Alberta hunters with how-to videos, articles, and contests. On Facebook, Instagram, and www.harvestyourown.ca, we help hunters have success in the field and the kitchen.

Ad Type

Site Leaderboard:	\$1,500.00
- Run of site	
- 5 ad rotation / 1 x year	
Banner:	\$1,250.00
- Run of site	
- 5 ad rotation / 1 x year	
Tower:	\$500.00
- Article specific	
- 5 ad rotation / 1 x year	

For advertising sales and submissions, contact:

Ken Kranrod, advertising@ab-conservation.com
780-410-1989

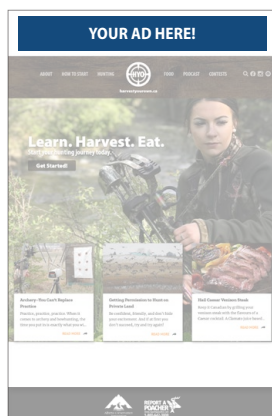
File Format:

ALL digital ad files must be supplied correctly sized as RGB PNG/JPG files. **NO** other file formats will be accepted.

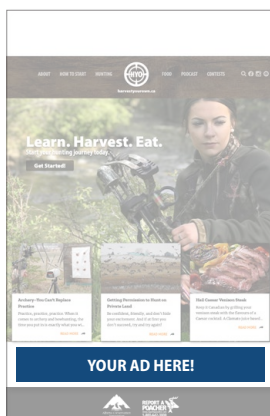
Ad material must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

All advertising copy is subject to approval of the Publisher.

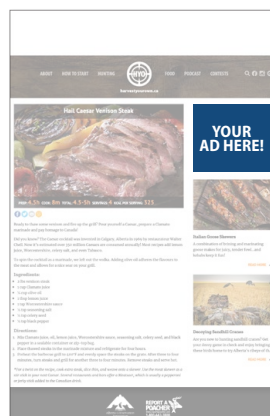
Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



Leaderboard
1500px w x 200px h



Banner
1500px w x 200px h



Tower
440px w x 378px h