



2018/19

Advertising Rate Card



Conservation Magazine



Spring/Summer 2018

Ad Booking Deadline:

February 16, 2018

Ad Material Submission Deadline:

March 16, 2018

Fall/Winter 2018

Ad Booking Deadline:

June 11, 2018

Ad Material Submission Deadline:

July 13, 2018

Ad Size

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

For advertising sales contact:

Ken Kranrod, ken.kranrod@ab-conservation.com

780-410-1989

Submit ad material to:

Don Myhre, don.myhre@ab-conservation.com

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

Distribution:

- 15,000 hard copies per issue distributed through subscription, tradeshows, and industry events
 - Distributed at 15+ tradeshows and events
 - Over 12,000 subscription base
- ISSU Digital format on ab-conservation.com

Digital Advertising Material

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.

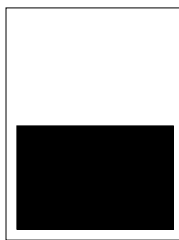
Ad material must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

All advertising copy is subject to approval of the Publisher.

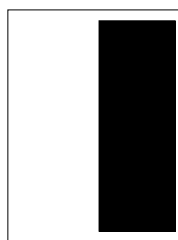
Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



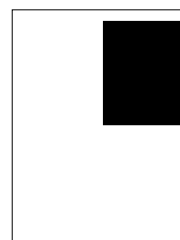
Full Page / Covers
8.25"w x 10.75"h



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



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



1/4 Page
3.53"w x 4.75"h



Alberta Discover Guide

2019 Annual

Ad Booking Deadline: October 12, 2018
 Ad Material Submission Deadline: November 16, 2018

Ad Size

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

The *Alberta Discover Guide* features over 775 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 50,000 hard copies are distributed across the province through subscription and at over 400 locations including hunting and fishing licence retailers, Travel Alberta and community visitor information centres, industry tradeshows, conferences, and events.

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Digital Advertising Material

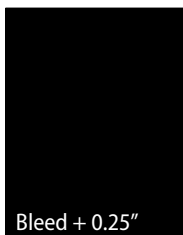
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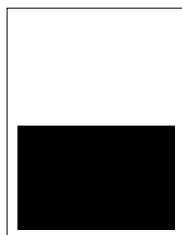
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1/4 Page
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1/8 Page
3.53"w x 2.3"h



2018/19 Advertising Insertion Order Form

Advertiser	Contact
Address	City
Postal Code	Phone
Email	Mobile

Ad Agency	Contact
Address	City
Postal Code	Phone
Email	Mobile

Publication	Ad Size	Cost/Unit	Discount %	Total	Total Invoice
<i>Conservation Magazine</i> Spring Fall					<div style="border: 1px solid black; height: 40px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 40px;"></div>
2019 <i>Alberta Discover Guide</i>					
Notes					Ken Kranrod ken.kranrod@ab-conservation.com 780-410-1989 Sheila Campbell sheila.campbell@ab-conservation.com 780-410-1979

The below signed HEREBY AGREES to purchase advertising space indicated. All advertising in the 2018 issues of *Conservation Magazine* and 2019 *Alberta Discover Guide* is payable under the following terms: 100% due 30 days after approval of ad proof. The advertiser agrees that the publisher (Alberta Conservation Association) shall not be charged for damages arising out of non-insertions or errors in advertisements beyond the amount charged for the space actually occupied by that portion of the advertisement in which the error occurred, whether such errors are due to negligence of its servants or otherwise. The publisher reserves the right to classify, edit, review, or reject any advertisement. The advertiser agrees to protect and indemnify the publisher, its officers, and employees, against all liability, loss, or expense arising from claims of liable, unfair trade practices, or violation of copyright or trademark or the right to privacy which may result from publication of any advertisement for the advertiser.

X

I have read and agree to the Terms and Conditions above.