

Crowsnest Pass Chamber of Commerce

2021 Visitor's Guide

Ad Rate Sheet

"Advertising in the Crowsnest Pass visitors guide connects you with thousands of tourists, visitors, and locals throughout Southern Alberta & BC. Our distribution centers are carefully chosen to enhance maximum exposure and attract a wide variety of people seeking to visit the area. Out of the tens of thousands of visitor guides we distribute, Crowsnest continues to be one of our most popular and it is very challenging to keep up with the demand"

Martin & Patricia Caldwell; owners of ABC Brochure Distribution

Ad Rates

Ad Sizes

Ad Size	Member	Non-member
1/8 Page	\$130	\$150
1/4 Page	\$260	\$290
1/2 Page	\$550	\$600
1/2 Premium*	\$600	\$650
Full Page	\$880	\$950
Full Premium*	\$1,130	\$1,250
Back Cover	\$1,750	\$1950

1/2 page horizontal 7.6" x 4.75"	1/4 page vertical 3.55" x 4.75"	1/2 page vertical 3.55" x 10"
1/4 page horizontal 7.6" x 2.25"	1/8 page horiz. only 3.55" x 2.25"	

Full Page - 8.25" x 10.75" + 0.25" bleed all sides

*Premium locations include inside front cover, facing inside front cover, cover of pullout map, and inside back cover.

Ad rates are for print ready artwork. If you need an ad designed, please see "Terms" on the next page. Prices do not include GST.

In Touch With Visitors

The guide is distributed widely within the community at points of interest, throughout the region at private businesses, and by Visitor Information Centres in Alberta, BC, and Montana. Numerous guides are also distributed at trade shows throughout the province. In 2021 we will strategically distribute 10,000 guides.

How to Order

For more information, or to book an ad, please contact Brandy Fehr at 403-627-7842 or email office@crowsnestpasschamber.ca.

Ad content should be emailed to office@crowsnestpasschamber.ca. See the next page for dates, ad details, and artwork specifications.

Visitor's Guide Schedule:

March 19th – Ad Booking Deadline!

March 25th – Payment due

March 26th – Ad graphics and content due

April 16th– Visitor's Guide hits the street!

Ad Specifications:

Artwork provided by advertisers should be based on the following sizes:

- 1/8 page = 3.55"w x 2.25"h (horizontal only)
- 1/4 page = 3.55"w x 4.75"h (vertical)
- 1/4 page = 7.6"w x 2.25"h (horizontal)
- 1/2 page = 7.6"w x 4.75"h (horizontal)
- 1/2 page = 3.55"w x 10"h (vertical)
- Full page = 8.75"w x 11.25"h (1/4" is trimmed off from all sides)

File Types: Artwork must be provided digitally in AI, EPS, PDF, JPG, or TIF format at a minimum of 300dpi. We cannot accept Microsoft Word or Publisher files.

Fonts: When providing an AI or EPS file, ensure that all fonts are converted to outlines so that there are no differences in the final copy. We are not responsible for discrepancies where fonts are not converted to outlines.

Print Quality: While we always try to reproduce your ad exactly as designed, there are sometimes discrepancies in colour between the screen and printing process. This is a normal occurrence that is beyond our control.

Ad Quality: We want the Visitor's Guide to look as good as possible, so we have the right to refuse content, at the discretion of the committee, if it does not meet our ad standards.

Please let us know if you need help!

Terms

Payment: Payment must be received in full before an ad is included in the Visitor's Guide. GST will be added to the Ad Rate.

Ad Proofs: Proofs for artwork created by our designer will be sent to the advertiser no later than March 25th. Proofs not approved by March 26th will be printed as is. Proofs will only be sent for recurring ads if requested.

Design Assistance: Ad creation and modifications are the responsibility of the advertiser. If we need to make changes to your file (such as resizing, fixing graphics/photos, redesign, text updates), or you need assistance with your ad, we are happy to help.

Design time will be charged at \$85/hour.

Advertiser Information

Business: _____ Contact Name: _____

Phone: _____ Email: _____ Ad Size: _____

Repeat from last year: (Y) (N) Proof Required: (Y) (N) Date: _____

Payment Type: (Cash) (Cheque) (Credit) Authorizing Signature: _____

By signing, the advertiser agrees to the Artwork Specifications and Terms above.