



2024 AD SALES NORTHWEST ALBERTA VISITORS GUIDE

INDUSTRY PUBLICATION

CIRCULATION

WILD Alberta will print and distribute 5000 physical copies of the Visitors Guide in 2024. Copies will be available at regional Visitor Information Centers, supporting businesses and tourism stops in the region.

DISTRIBUTION

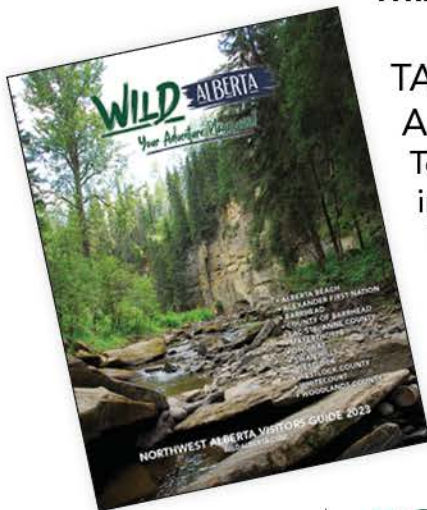
WILD Alberta's free guide will be distributed throughout northwest Alberta. The digital version is available as a downloadable pdf at **wildalberta.com/download-our-visitors-guide**.

GAIN VISIBILITY

WILD Alberta Visitors Guide offers a print publication and digital download at **wildalberta.com**. The WILD Alberta website draws views from Canada and North America and features categorized videos of tourism operators throughout northwest Alberta.

GEOGRAPHIC

This publication speaks to the visitor economy within our region - **Alberta Beach, Alexander First Nation, Alexis Nakota Sioux Nation, Barrhead, County of Barrhead, Lac Ste. Anne County, Mayerthorpe, Metis Nation, Onoway, Swan Hills, Westlock, Westlock County, Whitecourt, Woodlands County** and surrounding communities.



TARGETED PRINT ADVERTISING WITH A DIGITAL COMPANION

Tourism operators and businesses welcoming visitors will want to be included in this guide, alongside sharing copies at your site.

FACT: Paper readers remember more.

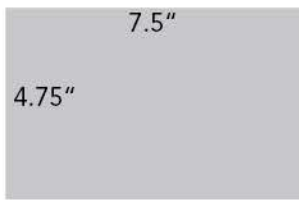
Stand out and gain visibility with our variety of ad sizes. Create top-of-mind awareness with visitors to our area by advertising in the WILD Alberta Visitors Guide 2024.

BOOK YOUR AD

Ellen MacCormac
780-978-5445 • exposurepdp@me.com



TERMS OF ADVERTISING



1/2 PAGE AD
\$395



FULL PAGE AD
\$675



CARD SIZE AD
\$130



1/4 PAGE AD
\$225

AD BOOKING

Please contact **Ellen** by emailing exposuredp@me.com or phone (780) 978-5445 to book your ad. Indicate the size of advertisement and method of payment.

TERMS

Visa, Mastercard, cheque and e-transfer are accepted.

Payment is due at time of booking. A receipt will be emailed to you once payment has been processed by GROWTH Alberta. Cheque payments can be mailed to GROWTH Alberta at the mailing address below.

AD DEVELOPMENT

Camera-ready artwork can be submitted. Ensure pdf files are made to the specified size with high resolution elements and fonts outlined.

Ads can be designed for you with provided logo, branding elements and discussed content.

AD CHANGES

You will receive a proof of your ad via email which requires your approval prior to publishing. Changes can be made during the proofing process prior to deadline.

DEADLINES: FRIDAY, MAY 3, 2024. Distribution to begin on May long weekend.

RATE CARD

- ☐ **FULL PAGE** (8"x 10.5") **\$675.00** + GST = \$708.45
- ☐ **1/2 PAGE** (7.5"x 4.75") **\$395.00** + GST = \$414.75
- ☐ **1/4 PAGE** (3.67"x 4.75") **\$225.00** + GST = \$236.25
- ☐ **CARD SIZE** (3.67"x 2.25") **\$130.00** + GST = \$136.50



BOX 222
MAYERTHORPE, AB
T0E 1N0

WILD ALBERTA VISITORS GUIDE AD SALES 2024

BOOK YOUR AD SPACE

BUSINESS NAME _____

EMAIL/PHONE _____

MAILING ADDRESS _____

WEBSITE _____

☐ Visa or M/C # _____

Expiry Date _____ CVV _____

☐ Cheque # _____

☐ E-Transfer: growthab24@gmail.com