

FERNIE FIX



Providing thorough, up to date information for tourists and visitors alike in a high-quality publication, the *Fernie Fix Winter Guide* is THE go to source when planning time spent in our community and beyond. This full colour, glossy, special edition of the *Fix* includes professional photography throughout accompanying well organized and useful content.

What sets this guide apart?

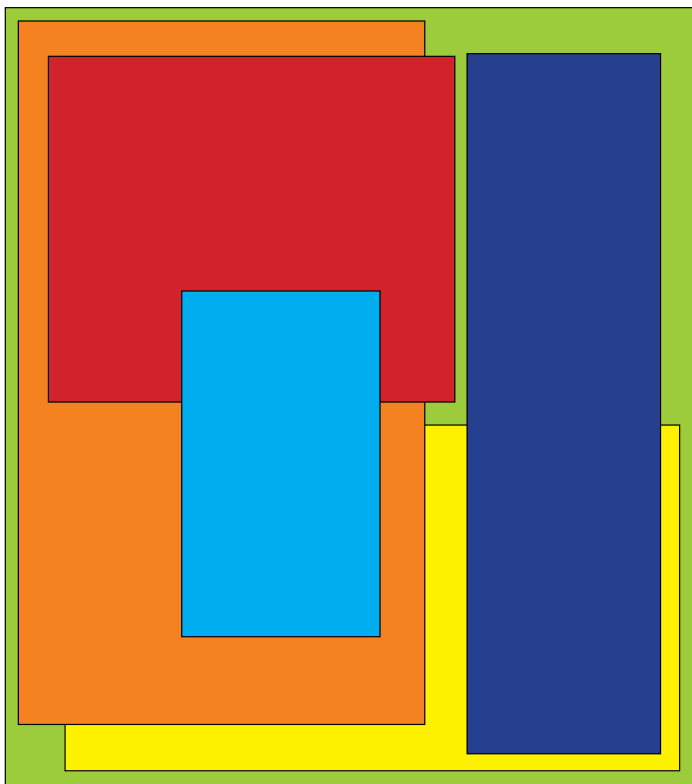
- ▶ Full guide to dining and nightlife
- ▶ Full guide to accommodation
- ▶ Comprehensive maps
- ▶ Complete business listings
- ▶ High-quality, perfect bound, full colour product
- ▶ Early press date to reach key trade shows and seasonal residents as they arrive
- ▶ Extensive distribution in the Calgary area
- ▶ Fresh content each year, including personal stories and articles to connect readers with our town.
- ▶ Recreational recommendations and opportunities for everyone, including families

Advertising in the ***Fernie Fix Winter Guide*** is your best opportunity to gain exposure in the Fernie area and beyond, all season long.

- 20,000 copies printed
- Attends trade shows with Tourism Fernie and other attending businesses October and November
- Distributed monthly in Jaffray and Cranbrook at multiple, high-traffic locations.
- 10,000 distributed throughout Alberta through InterWest Brochures distribution company
- Found in hotel rooms, condos and chalets throughout Fernie
- Located in every business in town, and at various destinations from the Crowsnest Pass to Cranbrook including the Canadian Rockies International Airport and Visitor Centres



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ADVERTISING RATES & SIZES

AD TYPE	SIZE	RATE
● Outside Back Cover	8" x 9" + bleed	\$2150
●● Inside Front DPS	16" x 9" + bleed	\$2450
● Inside Back Cover	8" x 9" + bleed	\$1885
●● Double Page Spread	16" x 9" + bleed	\$2150
● Full Page	8" x 9" + bleed	\$1500
● 2/3 page vertical	4.7" x 8.125"	\$1150
● 1/2 page horizontal	7.1" x 4"	\$840
● 1/3 page horizontal	4.7" x 4"	\$575
● 1/3 page vertical	2.3" x 8.125"	\$575
● 1/6 page vertical	2.3" x 4"	\$375
● Business write-up (approx. 75 words)		\$125

Ad space includes placement on the map and business write-up or editorial mention.

AD ARTWORK OR SUPPLIED ADS

- Ads may be supplied via email or dropbox to vanessa@clarismedia.com.
- High-resolution files (300 dpi) in pdf, tiff or jpeg format are required. Images and logos from websites are too small for print and will not be accepted.
- For full-page ads, a 1/4-inch bleed is required. Please leave a healthy margin on your ad so important information is not trimmed.
- Additional charges will be applied if ad is not sized correctly or design work is required. Word documents will not be accepted.
- Ad design is available, please contact us to inquire about rates or for a quote.

IMPORTANT DATES

AD BOOKING DEADLINE
Thursday, August 31, 2017

AD SUBMISSION AND MATERIAL DEADLINE
Monday, September 18, 2017

DISTRIBUTION DATE
October 13, 2017

CONTACT US

AD BOOKING & SALES

Krista Turcasso
250-423-4062
Krista@clarismedia.com

AD SUBMISSION or AD DESIGN

Vanessa Croome
250-423-4062
Vanessa@clarismedia.com

DIRECTORY CHANGES or SUBMISSION DETAILS

Krista Turcasso
250-423-4062 or 250-423-0897
Krista@clarismedia.com