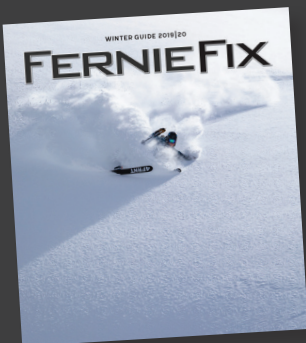


FERNIE FIX

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 whether living in our community or just planning on spending some time here.

Featuring professional photography accompanying thoughtful content, advertising in the *Fernie Fix Winter Guide* is your best opportunity to gain exposure and reach potential customers in the Fernie area and beyond, all season long.



- Recreational recommendations and opportunities for everyone, including families
- Personal stories and articles to connect the reader with our town
- Full guides to dining and nightlife, and accommodation
- How-to guides and features on development and trades in the valley

- Maps and business listings
- High-quality design and printing, perfect bound, full colour, glossy product

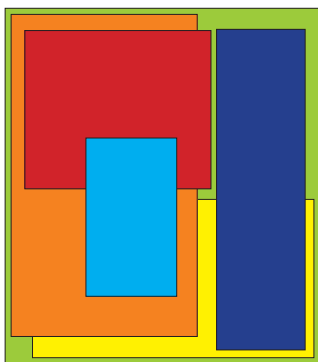
Distribution: ~10,000 copies hitting the stands in the Fall with distribution in and around Fernie including Visitor Centres and distribution in Alberta through Interwest Distribution.*

IMPORTANT DATES

Ad Booking Deadline:
September 3, 2020

Ad Submission and material Deadline:
September 10, 2020

Distribution Date:
October 16, 2020



ADVERTISING RATES & SIZES (W X H)

| | | |
|--|------------------------|--------|
| ● Outside Back Cover | 8" x 9" + bleed | \$2200 |
| ●● Inside Front DPS | 16" x 9" + bleed | \$2500 |
| ● Inside Back Cover | 8" x 9" + bleed | \$1995 |
| ●● Double Page Spread | 16" x 9" + bleed | \$2200 |
| ● Full Page | 8" x 9" + bleed | \$1575 |
| ● 2/3 page vertical | 4.7" x 8.125" | \$1225 |
| ● 1/2 page horizontal | 7.1" x 4" | \$885 |
| ● 1/3 page horizontal | 4.7" x 4" | \$605 |
| ● 1/3 page vertical | 2.3" x 8.125" | \$605 |
| ● 1/6 page vertical | 2.3" x 4" | \$395 |
| ● Business write-up (approx. 75 words) | | \$135 |
| 📱 Mobile ad | 300px x 250px (120dpi) | \$150 |

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

AD ARTWORK OR SUPPLIED ADS

- Ads can be emailed to vanessa@clarismedia.com.
- High-resolution files (300 dpi) in pdf, tiff or jpeg format are required.
- For full-page ads, a 1/4-inch bleed is required.
- Word documents are not accepted.
- Additional charges will be applied if ad is not sized correctly or design work is required.
- Ad design is available, please contact us for a quote.

2020/21 Special Discount:

It's been a tough year, and to offer support Claris Media will be extending a 15% discount to advertisers who book both in the winter monthly magazine (December through March) and the Fernie Fix Winter Guide.

Email krista@clarismedia.com for details.

NEW THIS YEAR:

Payment due upon booking. We now accept credit card payment as well as e-transfers and cheques.

Online & mobile-friendly options. Distribution is expanded through the flip-view magazine version and the new mobile magazine. Contact us for full details!

Advertising in the Fix works.

"The *Fernie Fix* provides me with a great monthly advertising product that reminds locals and informs visitors of my small business." ~ Roberta Milne, RMT

"Advertising in the *Fernie Fix* was fast, easy and more effective than I could have imagined."

~ Tyler Murray, Fernie Chimney Sweeps

Contact Us

AD BOOKING & EDITORIAL SUBMISSION
250-423-0897 • Krista@clarismedia.com

AD SUBMISSION & DESIGN
250-423-8701 • Vanessa@clarismedia.com

*Distribution details are subject to change depending on ad sales.