# Go yellowhead
## Trans Canada Yellowhead Highway

## MEDIA KIT 2019

**TRANS CANADA HIGHWAY USERS:**

- Commuters
- Commercial Truckers
- Leisure RV
- Leisure Auto

**NEEDED SERVICES:**

- Fuel
- Restaurants
- Accommodations
- Attractions & Museums
- Events & Festivals

TANNER YOUNG
PUBLISHING GROUP

# Make Your Mark on the Open Road!

The historic Trans Canada Yellowhead Highway is a major economic driver for all those communities and businesses located on or near the highway.

How do we convert a traveller passing through into a traveller who stops and uses services and adds to the economic viability of your community? The *Go Yellowhead Travel Guide* plays an important role in informing and educating travellers of the many services, attractions, community events, and festivals offered year-round. It has a well-established distribution program covering all four provinces. The popularity of the *Go Yellowhead Travel Guide* is confirmed by the virtual 100% pickup we experience every year. Not everyone travelling along the highway has access to Wi-Fi and may be reluctant to use up their data plans. Our goyellowhead.com website satisfies all on-line research and inquires.

## THE GUIDE IS AVAILABLE AT

- local, provincial & chamber of commerce visitor information centres
- select hotels, campgrounds & RV sites
- attractions, historic sites & museums
- selected fuel centres along the highway

We also supply guides to visitor information centres along the American border, allowing them to fulfill the many request for information on what the traveller can expect when they reach the Trans Canada Yellowhead Highway.

## EDITORIAL CONTENT INCLUDES

- Detailed content for each of the following provinces: British Columbia, Alberta, Saskatchewan, Manitoba
- Events listings
- National & Provincial parks

- Off-highway adventures & attractions—insider tips for both Commercial and Leisure Traffic

**+** Fold out map

## Interesting & Unique



## Adventurous & Leisurely



## Location Highlights

# FIRST IMPRESSIONS MATTER

THE **RIGHT MESSAGE** • IN THE **RIGHT PLACE** • AT THE **RIGHT TIME**
**How will you make your first impression?**

# Distribution*
\* Subject to change

**TOTAL NUMBER OF DISTRIBUTION OUTLETS: 274**

## Alberta  49%

- Crownsnest Pass Information Centre, Blairmoore
- Bonnyville Chamber of Commerce, Bonnyville
- Calgary Airport- Information Centre, Calgary
- Canmore Information Centre, Canmore
- Devonian Botanic Garden, Devon
- Leduc# 1 Energy Discovery Centre, Devon
- Drumheller Tourism, Drumheller
- Muttart Conservatory, Edmonton
- Legislative Visitor Information Centre, Edmonton
- Fairmont Hotel Macdonald, Edmonton
- Courtyard by Marriott Downtown, Edmonton
- City Hall - Newcomer & Citizen Welcome Centre, Edmonton
- Best Western Plus City Centre, Edmonton
- The Westin Hotel, Edmonton
- Delta Centre Suite Hotel, Edmonton
- Sutton Place Hotel, Edmonton
- Chateau Lacombe Hotel, Edmonton
- Comfort Inn & Suites Downtown, Edmonton
- Days Inn & Suites Downtown, Edmonton
- Best Western City Centre, Edmonton
- Holiday Inn Express South, Edmonton
- Super 8 South, Edmonton
- Sawridge Inn & Confernece Centre, Edmonton
- Econo Lodge South, Edmonton
- Delta Edmonton South, Edmonton
- Radisson South, Edmonton
- Holiday Inn South, Edmonton
- Best Western Cedar Park Inn, Edmonton
- Ramada Inn South, Edmonton
- Best Western South Edmonton, Edmonton
- Sandman Signature Hotel, Edmonton
- Hampton Inn & Suites South, Edmonton
- Chateau Nova Hotel & Suite, Edmonton
- Alberta Aviation Museum, Edmonton
- Chateau Louis Hotel & Conference Centre, Edmonton
- Kingsway Business Association, Edmonton

- Ramada Hotel & Conference Centre, Edmonton
- Northlands Park, Edmonton
- Travelodge East, Edmonton
- Eastglen Motor Inn, Edmonton
- Best Western North Edmonton, Edmonton
- AMA-Provincial Distribution, Edmonton
- TransCanada Yellowhead Hwy Association, Edmonton
- Strathcona Farmers' Market, Edmonton
- Four Points by Sheraton South, Edmonton
- Travelodge Edmonton South, Edmonton
- Radisson Hotel & Convention Centre, Edmonton
- Mettera Hotel, Edmonton
- TELUS World of Science—Edmonton, Edmonton
- Astoria Hotel, Jasper
- Casino Yellowhead, Edmonton
- Yellowhead Inn, Edmonton
- DoubleTree by Hilton, Edmonton
- Hilton Garden Inn West Edmonton, Edmonton
- Quality Inn West Edmonton, Edmonton
- Best Western—Westwood Inn, Edmonton
- Travelodge Edmonton West, Edmonton
- Hampton Inn & Suites West, Edmonton
- Wingate Inn, Edmonton
- Holiday Inn Express Hotel & Suites West, Edmonton
- Days Inn and Suites West Edmonton, Edmonton
- Executive Royal Hotel, Edmonton
- Comfort Inn West, Edmonton
- Sandman Hotel, Edmonton
- Continental Inn, Edmonton
- West Edmonton Mall Inn, Edmonton
- Courtyard by Marriot West, Edmonton
- Holiday Inn & Suites West, Edmonton
- Fantasyland Hotel, Edmonton
- Marriott Edmonton at River Cree Resort, Edmonton
- Shaker's Acres RV Park, Edmonton
- Edson District of Chamber of Commerce, Edson
- Edson Garden Market IGA, Edson
- Edson Visitor Information Centre, Edson
- Mountain Pizza & Steak House, Edson
- Yellowhead County, Edson

- Dow Centennial Centre, Fort Saskatchewan
- Elk Island National Park, Fort Saskatchewan
- Town of Grande Cache, Grande Cache
- Grande Prairie Airport, Grande Prairie
- Grande Prairie Regional Tourism, Grande Prairie
- Grande Prairie Visitor Information Centre, Grande Prairie
- Hinton/Jasper KOA Campground, Hinton
- Town of Hinton Visitor Information Centre, Hinton
- Hinton Information Centre, Hinton
- Village of Innisfree Visitor Information Centre, Innisfree
- Becker's Chalets, Jasper
- Clearwater Mgmt Ltd., Jasper
- Jasper Activity Centre, Jasper
- Jasper Information Centre, Jasper
- Jasper Inn, Jasper
- Jasper-Yellowhead Museum & Archives, Jasper
- Jasper Tourism & Commerce, Jasper
- Mount Robson Inn, Jasper
- National Car Rental, Jasper
- Tonquin Inn , Jasper
- Jasper National Park/Jasper Heritage Railway Station, Jasper
- Village of Kitscoty Visitor Information Centre, Kitscoty
- Lamont County, Lamont
- Edmonton International Airport-Info Booth, Leduc
- Days Inn & Conference Centre Airport, Leduc
- Leduc & District Visitor Information Centre, Leduc
- Best Western - Wayside Inn, Lloydminster
- City of Lloydminster Visitor Information Centre, Lloydminster
- Village of Mannville Visitor Information Centre, Mannville
- Comfort Inn & Suites Medicine Hat, Medicine Hat
- Milk River Information Centre, Milk River
- Oyen Visitor Information Centre, Oyen
- Rocky Mountain House Visitor Information Centre, Rocky Mtn House
- Best Western Plus Sherwood Park, Sherwood Park
- Holiday Inn Express Sherwood Park, Sherwood Park

- Ramada Inn & Water Park, Sherwood Park
- Roadking Super 8 Sherwood Park, Sherwood Park
- Sherwood Park Visitor Information Centre, Sherwood Park
- Strathcona County, Sherwood Park
- Glowing Embers RV Park, Spruce Grove
- Grove Motor Inn, Spruce Grove
- Nova Inn, Spruce Grove
- Travelodge Spruce Grove, Spruce Grove
- Spruce Grove Visitor Information Centre, Spruce Grove
- Apex Casino, St Albert
- St Albert Visitor Information Centre, St Albert
- St. Albert Inn, St Albert
- St. Paul Information Booth, St. Paul
- Multicultural Heritage Centre, Stony Plain
- Stony Plain & District Visitor Information Centre, Stony Plain
- Travelodge Stony Plain, Stony Plain
- Valleyview Visitor Information Centre, Valleyview
- Ukrainian Cultural Heritage Village, Vegreville
- Vegreville & Dist. Chamber of Commerce, Vegreville
- Vermilion Economic Development, Vermilion
- Wabamun Visitor Information Centre, Wabamun
- Walsh Info Centre, Walsh
- Whitecourt Forest Interpretive Centre, Whitecourt

## British Columbia  22%

- South Cariboo Visitor Information Centre, 100 Mile House
- Barkerville Historic Town, Barkerville
- Barriere Info Center, Barriere
- Burns Lake Visitor Information Centre, Burns Lake
- Chilliwack Visitor Information Centre, Chilliwack
- Clearwater Valley Resort & KOA, Clearwater
- Dutch Lake Resort & RV Park, Clearwater
- Lacarya Golf Course & RV Park, Clearwater
- Wells Gray Country, Clearwater
- Clearwater Information Center, Clearwater

- Field Visitor Information Centre, Field
- Fort St. James Information Centre, Fort St. James
- Fort St. John Visitor Information Centre, Fort St. John
- Fort St. John Information Centre, Fort St. John
- Village of Fraser Lake Visitor Information Centre, Fraser Lake
- Golden Visitor Info Centre, Golden
- Granisle Information Centre, Granisle
- Hazelton Visitor Information Centre, Hazelton
- Kispiox Cultural Information Centre, Hazelton
- Hope Information Centre, Hope
- District of Houston Visitor Information Centre, Houston
- Houston Chamber of Commerce, Houston
- Hudson's Hope Visitor Information Centre, Hudson's Hope
- Kamloops Visitor Information Centre, Kamloops
- Thompson Nicola Regional District Visitor Information Centre, Kamloops
- Kelowna Truck & RV Ltd, Kelowna
- Kitimat Chamber of Commerce, Kitimat
- Traveland Leisure Vehicles, Langley
- Travelhome, The RV Marketplace, Langley
- Masset Visitor Information Centre, Masset
- McBride Travellers Inn & Restaurant, McBride
- McBride Visitor Information Centre, McBride
- Nicola Valley Heritage Society/ Ballie House, Merritt
- Travelodge Merritt, Merritt
- Merritt Visitor Info Centre, Merritt
- Mount Robson Visitor Information Centre, Mount Robson
- New Hazelton Visitor Centre, New Hazelton
- Osoyoos Visitor Information Centre, Osoyoos
- North Pacific Port Edward Historical Society, Port Edward
- District of Port Edward Visitor Information Centre, Port Edward
- City of Prince George Visitor Information Centre, Prince George
- Fraser-Fort George Regional District, Prince George

- Northern B.C. Tourism Association, Prince George
- Prince George Airport, Prince George
- Railway & Forestry Museum, Prince George
- Museum of Northern BC, Prince Rupert
- Prince Rupert Visitor Information Centre, Prince Rupert
- Queen Charlotte Info Centre, Queen Charlotte
- West Coast Mountain Campers, Richmond
- Haida Heritage Centre, Skidgate, Haida Gwaii
- Capri Motor Inn, Smithers
- Taylor Visitor Information, Taylor
- Regional District of Kitimat-Stikine Visitor Information Centre, Terrace
- Terrace & District Chamber Visitor Information Centre, Terrace
- Nor-Burd RV Sales & Service, Terrace
- Valemount & Area Chamber of Commerce, Valemount
- Valemount Hotel, Valemount
- Tete Jaune Lodge, Valemount
- British Columbia Automobile Association, Victoria
- Westbank Info Centre, Westbank
- Williams Lake Chamber of Commerce, Williams Lake

## Saskatchewan  20%

- Batoche National Historic Site, Batoche
- Eiling Kramer Campground, Battleford
- Fort Battleford National Historic Site, Battleford
- RM of Great Bend Visitor Information Centre, Borden
- Village of Borden Visitor Information Centre, Borden
- Town of Bredenbury, Bredenbury
- Churchbridge Visitor Information Centre, Churchbridge
- Town of Colonsay Visitor Information Centre, Colonsay
- Town of Dalmeny Visitor Information Centre, Dalmeny
- Estevan Tourism Booth, Estevan
- Foam Lake Visitor Information Centre, Foam Lake
- Humboldt Visitor Information Centre, Humboldt

- Duck Mountain Prov. Park, Kamsack
- Langenburg Chamber of Commerce, Langenburg
- Langham Visitor Information Centre, Langham
- River Valley RV Park, Langham
- Lanigan Visitor Information Centre, Lanigan
- Lashburn Visitor Information Centre, Lashburn
- Lloydminster Information Centre, Lloydminster
- Town of Maidstone Visitor Information Centre, Maidstone
- Maple Creek Info Centre, Maple Creek
- Travelodge Melfort, Melfort
- Tourism Moosejaw, Moosejaw
- Fleming Visitor Information Centre, Moosomin
- Allen Sapp Gallery, North Battleford
- Battlefords Inn, North Battleford
- Battlefords Tourism, North Battleford
- Battlefords Visitor Information Centre, North Battleford
- David Laird Campground, North Battleford
- The Battleford Provincial Park, North Battleford
- North Battleford Chamber of Commerce, North Battleford
- North Portal Border Crossing/ Duty Free, North Portal
- Preeceville Information Centre, Preeceville
- Prince Albert National Park, Prince Albert
- Radisson Visitor Information Centre, Radisson
- 20th Century Antiques & Collectables, Radisson
- Canadian Automobile Association Saskatchewan, Regina
- Tourism Saskatchewan, Regina
- Saltcoats Visitor Information Centre, Saltcoats
- Corman Park #344 Visitor Information Centre, Saskatoon
- Gordon Howe Campground, Saskatoon
- Park Town Hotel, Saskatoon
- Pike Lake Provincial Park, Saskatoon
- Riviera Motor Inn, Saskatoon
- Saskatchewan Regional Parks, Saskatoon
- Saskatoon 16 West RV Park, Saskatoon
- Western Development Museum, Saskatoon
- Tourism Saskatoon, Saskatoon

- Town of Watrous Visitor Information Centre, Watrous
- Arrowhead Motor Inn, Wynard
- Town of Wynyard Visitor Information Centre, Wynyard
- Good Spirit Lake Provincial Park, Yorkton
- RM of Orkney, Yorkton
- Tourism Yorkton, Yorkton

## Manitoba  8%

- Village of Binscarth, Binscarth
- Town of Birtle, Birtle
- Riverbank Discovery Centre, Brandon
- Gladstone Visitor Information Centre, Gladstone
- Minnedosa Visitor Information Centre, Minnedosa
- Minto Visitor Information Centre, Minnedosa
- Chicken Corral Restaurant, Neepawa
- Enns Brothers, Neepawa
- Town of Neepawa, Neepawa
- Port of Lyleton - Canadian Customs Office, Pierson
- City of Portage la Prairie, Portage la Prairie
- Fort La Reine Museum, Portage la Prairie
- Town of Rossburn, Rossburn
- Russell and District Chamber of Commerce, Russell
- Shoal Lake Visitor Information Centre, Shoal Lake
- RM of Yellowhead, Strathclair
- Riding Mountain National Park, Wasagaming
- Travel Manitoba, Winnipeg
- Canadian Automobile Association Manitoba, Winnipeg
- National Historic Sites Manitoba, Winnipeg
- Tourism Winnipeg, Winnipeg
- Garden City Shopping Centre, Winnipeg

## Other  1%

- Waterdown Info Centres, Waterdown
- Blaine Visitor Center, Blaine, WA
- West Glacier Visitor Information Centre, West Glacier, MT

## Print Rates

| DISPLAY ADS | NON-MEMBER | MEMBER | SAVE |
|---|---|---|---|
| Back Cover | | | |
| Inside Covers | | | |
| Double Page Spread | | | |
| Full Page | | | |
| 2/3 Page Vertical | | | |
| 1/2 Page Horizontal | For rates, please call **780-465-3362** or email **sales@tanneryoung.com** | | |
| 1/3 Page | | | |
| 1/4 Page Vertical | | | |
| 1/6 Page Vertical | | | |
| 1/8 Page Square | | | |
| 1/12 Page Square | | | |

## Deadlines

| BOOKING | MATERIAL | STREET |
|---|---|---|
| Mar 1 , 2019 | Mar 8, 2019 | April 2019 |

## Contacts

**Sales**  sales@goyellowhead.com
**Publisher**  Rob Tanner, rob@goyellowhead.com
**Editor**  Meghann Tanner, editor@goyellowhead.com
**Production**  Cheryl Lindquist, traffic@goyellowhead.com
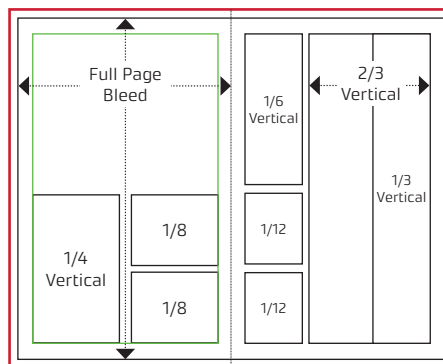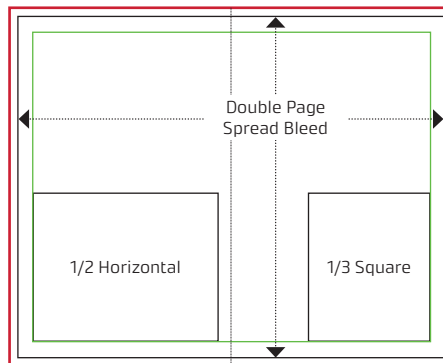**Customer Relations**  Marie Tanner, marie@tanneryoung.com

**Tanner Young Publishing Group**
#1, 9301 50 Street, Edmonton, AB  T6B 2L5  Canada
780-465-3362 | tanneryoung.com

## Print Ad Sizes

| Display Ad | Dimensions  (width x depth) |
|---|---|
| Full Page Bleed | **5.125" x 8.125"  Trim**<br>**5.375" x 8.375"  Bleed**<br>**4.625" x 7.625"  Live area** |
| Double Page Spread Bleed | **10.25" x 8.125"  Trim**<br>**10.5" x 8.375"  Bleed**<br>**9.75" x 7.625"  Live area** |
| 2/3 Page Vertical | 2.9375" x 7.125" |
| 1/2 Page Horizontal | 4.5" x 3.5" |
| 1/3 Page Square | 2.9375" x 3.5" |
| 1/3 Page Vertical | 1.375" x 7.125" |
| 1/4 Page Vertical | 2.125" x 3.5" |
| 1/6 Page Vertical | 1.375" x 3.5" |
| 1/8 Page Square | 2.125" x 1.6875" |
| 1/12 Page Square | 1.375" x 1.6875" |

## Ad Policies

- The publisher will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements.
- All advertising is subject to acceptance by the publisher.
- The publisher reserves the right to add a keyline to fractional ads to differentiate them from editorial.
- Late receipt of ad materials or changes are subject to additional charges.
- The publisher owns all rights to advertisements and related media produced by the company. Advertiser purchases only space and one time use of artwork.

## Ad Requirements

**Press Ready Files**

- Please build your ad to the exact size specified, with no excess white surrounding the image area.
- Ads intended to bleed should be built to the publication's Trim Size with images extending beyond that by an additional 1/4" on all sides. This can be done using the bleed settings in your software program. Keep all essential elements (text & logos) 1/2" inside the TRIM.
- Do not include crop marks.
- Press-ready files must be supplied in PDF/X-1a format to comply with industry standards.
- All files MUST be supplied in CMYK colour mode. Any non-process colours (i.e. RGB, Pantone) will be converted to CMYK. The publisher will not be responsible for any colour shifts that may result from this conversion.
- All fonts must be embedded.
- All images must be a minimum resolution of 300 dpi at 100% size.
- The combined ink density of CMYK colours should not exceed 300%.
- Do not apply trapping to PDF files.

**Proofs**

- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proof must be generated from the same PDF file that is supplied for publishing.

**Supplied Material For Ad Design Services**

- Up to 1/4 page ads: image size minimum 6" x 4" at 300 dpi.
- Half-page and full-page ads: image size minimum 8" x 10" at 300 dpi.
- Text in digital format.

**Web Ready Files**

- Web optimized files (JPG, GIF, PNG), maximum file size 100 KB.
- Include 1 pixel border.

**Delivery Information**

- **EMAIL** traffic@tanneryoung.com up to 10 MB
- **HIGHTAIL** hightail.com/u/ Tanner-Young-Publishing-Group
- **COURIER** Tanner Young Publishing Group #1, 9301 50 Street, Edmonton, AB  T6B 2L5  Canada