

OUR ALBERTA  
DRIVING GUIDE FOR TRAVELLERS

MEDIA KIT 2019



Since 1996 *Our Alberta* has been sharing and showcasing the most unique and authentic experiences Alberta has to offer.

*From North to South,  
East to West –  
We Have Alberta Covered*

*Published in partnership*

**where**  
CALGARY MAGAZINE

**where**  
EDMONTON MAGAZINE



# Essential Alberta Experiences

The *Our Alberta* travel guide is bursting with carefully curated stories, guides, maps, and lists that direct travellers to unique cultural experiences and recreational adventures across the province.

The magazine is researched and written by people who know and love Alberta's thrilling activities, western charm, burgeoning urban centres, and awe-inspiring geography. The colourful and authentic destinations and activities that Alberta visitors crave are reflected in the magazine's insightful and informed content as well as its attractively designed pages, which are brimming with eye-catching photographs.

*Our Alberta's* at-a-glance maps, guides, and attraction information give the reader practical travel tools, making it as indispensable as it is informative and interesting!

The collage displays six different pages from the 'Our Alberta' magazine. The top row features 'Our Province' with a 'Home on the Range' article and 'Leisure' with a 'HIT THE LINKS' article. The middle row shows 'Our Cities' with 'A city of Surprises' and 'Local Focus' with 'VILLAGES, TOWNS & CITIES'. The bottom row includes 'Our Experience' with 'We've Got Spirits, Yes We Do!' and 'Attractions' with 'ENJOY HISTORY BROUGHT TO LIFE'.

## Editorial Features Include:

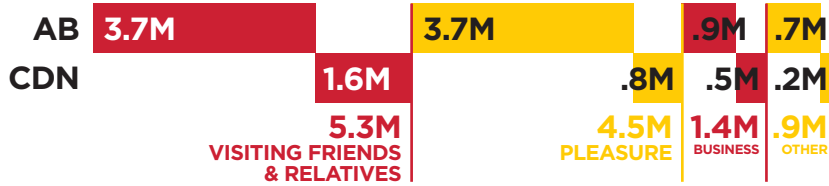
- Special Events & Festivals
- Notable Attractions
- Historic Spots
- Relaxing Lakes

## Extensive Information on:

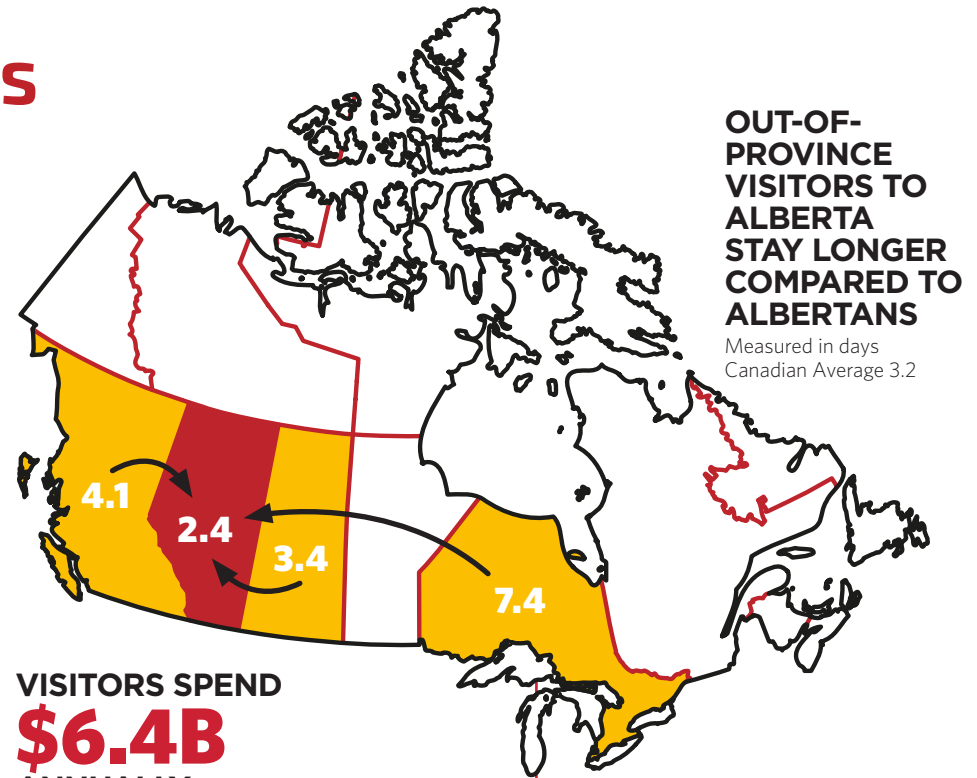
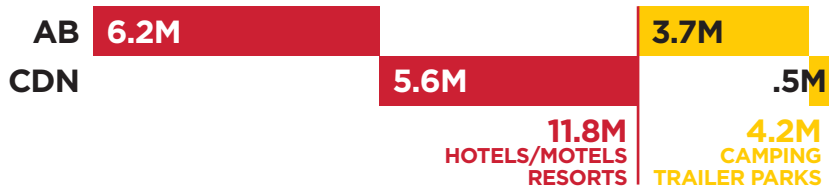
- Rocky Mountains
- Southern Alberta
- Calgary & Area
- Central Alberta
- Edmonton & Area
- Northern Alberta

# Alberta Tourism Fast Facts

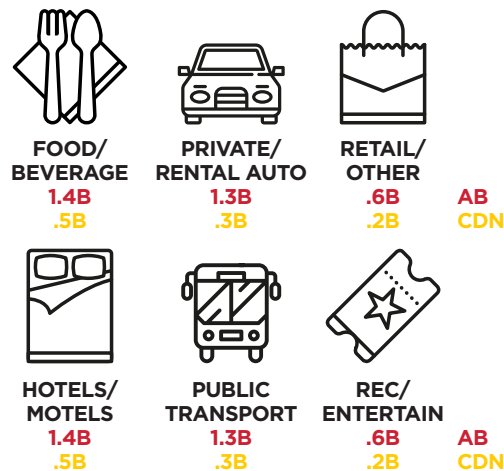
## 12.1M OVERNIGHT ALBERTA VISITORS ANNUALLY



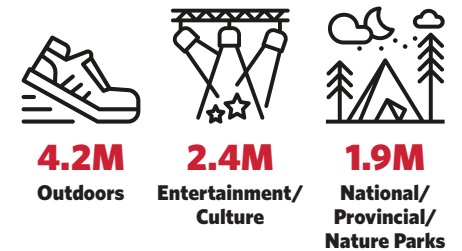
## 16M STAY IN ALBERTA ACCOMMODATION ANNUALLY



## VISITORS SPEND \$6.4B ANNUALLY



## TOP ACTIVITIES FOR OVERNIGHT VISITORS



## OVERNIGHT VISITS IN PERSONS, PARTIES, DOLLARS & DAYS

	PER PERSON			PER PARTY		
	AB	CDN	Ntl Avg	AB	CDN	Ntl Avg
Spending						
Per Night	\$85	\$85	\$83	\$141	\$128	\$135
Per Visit	\$205	\$478	\$272	\$341	\$723	\$441
<b>Avg Days Stayed</b>	2.4	5.4	3.2	<b>Avg Party Size</b>		
				3	2.4	2.8

Source: Domestic Tourism in Alberta 2016

## Rates

DISPLAY ADS	1 ISSUE (ANNUAL)
Back Cover	For rates, please call <b>780-465-3362</b> or email <b>sales@tanneryoung.com</b>
Inside Covers	
Double Page Spread	
Full Page	
2/3 Page Vertical	
1/2 Page Island	
1/2 Page Horizontal	
1/3 Page Square	
1/6 Page Vertical	

## Deadlines

BOOKING	MATERIAL	STREET
April 5, 2019	April 12, 2019	May 2019

## Contacts

**Sales** sales@tanneryoung.com

**Publisher** Rob Tanner, rob@tanneryoung.com

**Editor** Carmen D. Hrynchuk, editor@tanneryoung.com

**Production** Cheryl Lindquist, traffic@tanneryoung.com

**Customer Relations** Marie Tanner, marie@tanneryoung.com

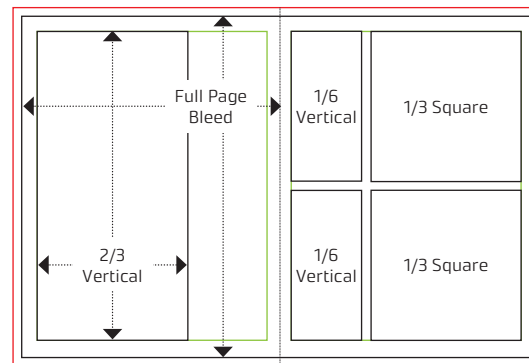
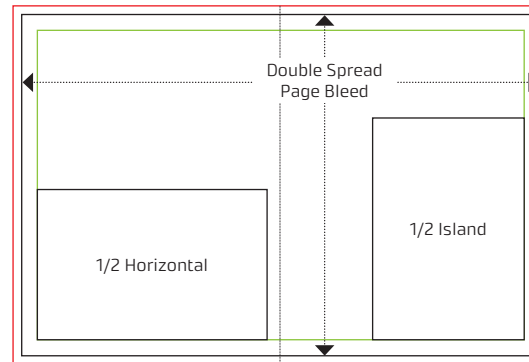
### Tanner Young Publishing Group

#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	<b>8.125" x 10.75"</b> Trim <b>8.625" x 11.25"</b> Bleed <b>7.125" x 9.75"</b> Live Area
Double Page Spread Bleed	<b>16.25" x 10.75"</b> Trim <b>16.75" x 11.25"</b> Bleed <b>15.25" x 9.75"</b> Live Area
2/3 Page Vertical	4.667" x 9.875"
1/2 Page Island	4.667" x 7.375"
1/2 Page Horizontal	7.125" x 4.875"
1/3 Page Square	4.667" x 4.875"
1/6 Page Vertical	2.25" x 4.875"



## 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

# Distribution\* TOTAL NUMBER OF DISTRIBUTION OUTLETS: 330

\* Subject to change

## Edmonton & Area 35%

- Alberta Aviation Museum
- AMA (for provincial distribution)
- Argyll Plaza Hotel
- Art Gallery of Alberta
- Best Western Cedar Park Inn
- Best Western City Centre Inn
- Best Western Denham Inn
- Best Western Westwood Inn
- Campus Tower Suite Hotel
- Canterra Suites
- Century Casino
- Chateau Lacombe
- Chateau Louis Hotel & Convention Centre
- Chateau Nova
- City Hall Citizen & New Arrival Centre
- Coast Edmonton Plaza Hotel
- Coliseum Inn
- Comfort Inn & Suites Downtown
- Comfort Inn & Suites West
- Continental Inn
- Courtyard by Marriott Downtown
- Days Inn Downtown
- Days Inn & Suites West
- Days Inn South
- Delta Edmonton Centre Suite Hotel
- Delta Edmonton South
- Derrick Motel
- Devon Devonian Botanic Garden
- Devon Leduc #1 Discovery Centre
- Devon Visitor Information Centre
- Double Tree by Hilton
- Downtown Business Association
- Eastglen Inn
- Econolodge South
- Edmonton Int'l Airport-Information Booth
- Executive Royal Inn West
- Fairmont Hotel Macdonald
- Fantasyland Hotel
- Fort Edmonton Park/Visitor Services
- Fort Saskatchewan Dow Centennial Centre
- Fort Saskatchewan Elk Island National Park
- Fort Saskatchewan Visitor Information Centre
- Four Points by Sheraton
- Glowing Embers Campground
- Greyhound Bus Lines
- Holiday Inn and Conference Centre
- Holiday Inn Conference Centre
- Holiday Inn Express Downtown
- Holiday Inn Express Hotel & Suites West
- Jockey Motel
- Leduc Best Western Denham Inn
- Leduc Executive Hotel Alexandra
- Leduc Executive Royal Inn
- Leduc Super 8 Motel
- Leduc Travelodge
- Leduc Visitor Information Centre
- Leduc Western Budget Inn & Suites
- Leduc Western Budget #1
- Leduc Western Budget #2
- Legislative VIC Intrepretive Centre
- Lister Centre
- Marriott at River Cree
- Matrix Hotel
- Metterra Hotel
- Muttart Conservatory
- Nisku Holiday Inn Express
- Nisku Inn
- Nisku Place Motel
- Nisku Quality Inn Airport
- Nova Inn Acheson
- Quality Inn West Edmonton
- Quality Inn Airport
- Radisson Hotel and Convention Centre
- Ramada Edmonton South
- Ramada Hotel & Convention Centre
- Red Arrow Bus Lines
- Rosslyn Inn & Suites
- Sandman Inn West
- Sands Inn & Suites
- Sawridge Inn & Conference Centre
- Selkirk Hotel
- Shakers Acres RV Park
- Sherwood Park Days Inn & Suites
- Sherwood Park Best Western Plus
- Sherwood Park Holiday Inn Express
- Sherwood Park Park Centre Hotel
- Sherwood Park Ramada Ltd.
- Sherwood Park Super 8

- Sherwood Park Visitor Information Centre
- Signature Suites Campus Tower
- Spruce Grove Travelodge Inn & Suites
- Spruce Grove Visitor Information Centre
- St. Albert Inn & Suites
- St. Albert Visitor Information Centre
- Stony Plain Best Western Sunrise Inn & Suites
- Stony Plain Ramada Inn & Suites
- Stony Plain Travelodge
- Stony Plain Visitor Information Centre
- Strathcona Farmers' Market
- Super 8 Hotel West
- Super 8 Motel
- Sutton Place Hotel
- TELUS World of Science
- Tix on the Square
- Town of Devon
- Travelodge East
- Travelodge South
- Travelodge West
- Union Bank Inn
- Varsona Hotel
- Via Rail
- West Edmonton Mall Inn
- Westin Hotel
- Whitemud Inn
- Whitemud Inn
- Wingate by Wyndham
- Yellowhead Inn

## Calgary & Area 30%

- Acclaim Hotel & Suites
- Best Western Airport
- Best Western Premier
- Best Western Inn Strathmore
- Best Western Village Park Inn
- Budgetlodge Inn
- Calgary City Centre Hostel
- Calgary Marriott Hotel
- Carriage House Inn
- Coast Plaza Hotel
- Comfort Inn Motel Village
- Comfort Inn & Suites NE
- Comfort Inn & Suites Airdrie
- Days Inn NE
- Days Inn NW
- Delta Bow Valley Airport
- Delta Bow Valley Downtown
- Delta Bow Valley South
- Econo Lodge NE
- Econo Lodge NW
- Executive Royal Inn NE
- Fairmont Palliser
- Glenmore Inn
- Hawthorn Hotel & Suites
- Hampton Inn & Suites NW
- Hilton Garden Inn Airport
- Holiday Inn Airport
- Holiday Inn Express Airport
- Holiday Inn Express South
- Holiday Inn Express NW
- Holiday Inn Macleod South
- Holiday Inn Strathmore
- Holiday Motel
- Hotel Arts
- Howard Johnson Express
- Howard Johnson Inn & Suites
- Hyatt Downtown
- International Hotel
- Le Germain Hotel
- Olympia Motel
- Pointe Inn
- Quality Inn Macleod SW
- Quality Inn University
- Quality Inn Banff Trail
- Radisson Hotel Airport
- Stetson Hotel Downtown
- Ramada Hotel Strathmore
- Ramada Hotel Airdrie
- Red Carpet Inn
- Regency Suites
- Sandman Hotel Airport
- Sandman Hotel Downtown
- Sandman Hotel COP
- Sheraton Cavalier
- Sheraton Four Points
- Staybridge Inn & Suites
- Stetson Village Inn
- Super 8 Motor Inn NE
- Super 8 Motor Inn NW
- Super 8 Motor Inn Airdrie
- Super 8 Motor Inn Strathmore
- Traveller's Motel
- Travelodge Hotel South
- Travelodge Hotel Calgary Airport
- Travelodge Hotel University
- Travelodge Hotel Strathmore
- Town & Country Inn
- Westin Calgary
- Aero Space Museum

- AMA-Alberta Motor Association
- Avis Rent A Car
- Brewsters Tours
- Budget Rent A Car
- Calgary West RV & Campgrounds
- Calgary TD Square Shopping Centre
- Calgary Tower
- Calgary Foreign College
- Calgary Olympic Oval (U of C)
- Cross Iron Mills Visitor Information Centre
- Discount Car Rental
- Dollar Rent-A-Car
- Esso Aviation Centre
- Ganada Foreign College
- Global Foreign College
- KOA Campgrounds NW
- Greyhound Lines of Canada Bus Depot
- Heritage Park Historical Village
- Hi-Ball Restaurant (Trans Canada location)
- National Car Rental
- North Hill Shopping Centre
- Rent-A-Wreck Car Rental
- Shell AeroCentre
- South Centre Mall Shopping Centre
- Strathmore Visitor Information Centre
- Symons Valley Ranch & RV Park
- Telus Spark Science Centre
- Thrifty Car Rental
- U of C Student Housing
- Calgary Sport Shops

## Red Deer & Area 7%

- Best Western Inn & Suites
- Best Western Inn & Suites Innisfail
- Best Western Inn & Suites Sylvan Lake
- Budget Rent A Car
- Capri Hotel Trade/Convention Centre
- Caroline Tourist Information Centre
- Comfort Inn Sylvan Lake
- Country Club Inn Lacombe
- Deer Park Inn
- Greenway Inn Lacombe
- Holiday Inn
- Howard Johnson Inn
- Innisfail Tourist Information Centre
- Ponoka Tourist Information Centre
- Ramada Inn
- Red Deer Visitor Information Centre
- Rimbey Tourist Information Centre
- Rocky Mountain House Visitor Information Centre
- Sandman Inn & Suites
- Service Plus Inn & Suites
- Traveller's Inn
- Western Budget Motel

## Alberta & More 28%

- Athabasca County Tourist Info Centre
- Barrhead Tourist Info c/o Town Office
- Bashaw Tourist Information Booth
- Wateron Bayshore Inn
- Bonnyville Tourist Information Centre
- Bow Island Visitor Information Centre
- Brazeau Regional Tourist Centre
- Brooks and District Museum
- Camrose Chamber
- Canalta Hospitality Group
- Cardston Tourism Information Centre
- Canmore Visitor Information Centre
- Carstairs Visitor Information Centre
- Chinook Country Tourist Association
- Cold Lake Visitor Info Centre
- County of Lac Ste Anne/ Hamlet of Sangudo
- Crowsnest Pass Visitor Information Centre
- Dinosaur Provincial Park
- Drumheller Tourist Information Centre
- Elk Point Tourist Information Centre
- Esplanade Arts & Heritage Centre
- Field, BC Visitor Information Centre
- Fort Macleod Tourism Information Centre
- Fort Saskatchewan Visitor Information Centre
- Fox Creek Tourist Information Centre
- Frank Slide Interpretive Centre
- Galloway Station Museum and Travel Centre
- Galt Museum & Archives
- Grande Cache Visitor Information Centre
- Grande Prairie Airport
- Grande Prairie Visitor Information Centre
- Grimshaw Tourist Information Centre
- Hanna Tourist Information Booth
- Head Smashed In Buffalo Jump
- High River Visitor Information Centre
- Hinton Visitor Information Centre
- In the Zone garden Party Grande Prairie
- Innisfail Tourist Centre
- Jasper Tourist Information Centre
- Kneehill Historical Museum
- Lac La Biche Tourist Information Centre
- La Crete Tourism Society
- Lacombe Visitor Information Centre
- Lakeland Tourist VIC
- Land of Almighty Peace
- Lesser Slave Lake Visitor Information Centre
- Lloydminster, SK Visitor Information Centre
- MacKenzie Crossroads Museum & VIC
- Maple Creek, SK Visitor Centre
- Mayerthorpe Fallen Four Memorial Park and Visitor's Centre
- Millet & District VIC
- Milk River Visitor Information Centre
- Morinville and District Chamber of Commerce
- Okotoks Art Gallery at the Station
- Oyen Visitor Information Centre
- Peace River Tourist Information Centre
- Pincher Creek Visitor Information Centre
- Ponoka District Chamber of Commerce
- Provost Visitor Information Centre
- Redwater Visitor Information Centre
- Remington Alberta Carriage Centre
- Reynolds Alberta Museum Wetaskiwin
- Royal Tyrell Museum
- R V City @ Morinville Industrial Park
- Slave lake Visitor Centre
- Shoreside Inn and Suites Wabamun
- Smokey Lake Visitor Centre
- Smoky River Tourism Information Centre (Falher)
- Stettler Regional Board of Trade & Community Development
- Sundre Visitor Information Centre
- Super 8 Slave Lake-Guest Services
- Swan Hills Tourist Information
- Sylvan Lake Chamber of Commerce
- Sylvan Lake Golf & Country Club
- Taber Tourist Information Centre
- Cochrane Visitor Information Centre
- Medicine Hat Visitor Information Centre
- Town of Smoky Lake
- Town of St. Paul
- Valleyview Visitor Information Centre
- Vegreville Tourist Information Centre
- Vermilion Information Centre
- Village of Boyle
- Village of Longview
- Vulcan Tourism and Trek Station
- Wabamun Visitor Information Centre
- Wainwright & District Tourist Information Centre
- Walsh Visitor Information Centre
- Westlock Tourism Information Centre
- Wetaskiwin Tourism Information Centre
- Whitecourt Tourist Information
- Wildwood Public Library Visitor Information Centre

## FIRST IMPRESSIONS MATTER

THE **RIGHT MESSAGE** • IN THE **RIGHT PLACE** • AT THE **RIGHT TIME**

How will you make your first impression?