

RATE CARD

| 2012



Alternate routes X  
**THE COCHRANE GUIDE**



advertise in  
cochrane's  
coolest visitor guide

# Alternate Routes X

## THE COCHRANE GUIDE

### COMING OUT SPRING 2012

**Alternate Routes - The Cochrane Guide** will have a distribution of 30,000 copies with coverage from Bragg Creek on the Cowboy Trail to Water Valley, and all the way from NW Calgary to the communities directly west of Cochrane. Extensive distribution is planned throughout Southern Alberta, north to Edmonton & Jasper, as well as SW Saskatchewan, SE British Columbia and Vancouver reaching over 100,000 readers through 30,000 print copies plus online viewing.

**Alternate Routes - The Cochrane Guide** will feature general interest stories that highlight the people, places and activities in the Cochrane area. It will also include travel information to aid the new visitor, as well as contain year round resources useful to the backyard tourist. Features will include where to eat, where to sleep, where to shop, what to see, where to bring your dog, where to treat yourself, what you can do any time of year, how to keep your kids busy, and a whole lot of things you never knew about Cochrane.

Alberta's tourism industry generates more than \$5 billion in revenues - let's bring our share to Cochrane! Our goal is to make prospective visitors aware of Cochrane as a destination in its own right, while inspiring locals and visitors alike, with a few refreshing twists along the way.

### Inside **Alternate Routes - The Cochrane Guide**:

Dining Guide - featuring our unique restaurants, local producers and Cochrane specialties

Cochrane's Art Community & Music Scene

Unique Shopping

Day Spas & Pampering

Golf Courses, Races & Outdoor Pursuits

Pet Friendly Travel

Pathways, Parks & Hidden Gems

Events that put Cochrane on the map, and more!

### Finished size:

10.75" x 8.25", saddle-stitched magazine, glossy cover, full-colour coated inside (60lb), landscape.

Ad sizes will include full page, 1/2 page, 2/3 page, 1/3 page, 1/6 page.

Ad-booking deadline: January 16, 2012 | Publication: March, 2012

### Advertorials

All stories include the use of one photograph, logo, photo caption and business info.

10% discount for Cochrane Tourism Association members

All Prices in Canadian \$ | Prices subject to GST | Payment due at time of booking

Ad layout included in cost (subject to reasonable time required) | PDF & EPS ads accepted

For more information contact Kimberly Gunn, Red Shed Graphic Design

Phone: 403 510 6682 | e-mail: [cochraneguide@telus.net](mailto:cochraneguide@telus.net)

Cheques payable to: Red Shed Graphic Design, 34 West MacKay Cr. Cochrane, AB T4C 1J9

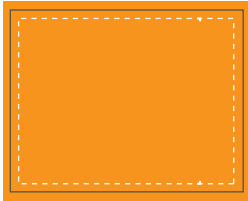
Cash/Visa/MC/Email Direct Deposit also accepted



# Alternate Routes THE COCHRANE GUIDE

# ADVERTISING SPECIFICATIONS

## CHOOSE YOUR AD SIZE:



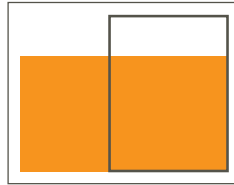
### Full page

- 11.25" x 8.75" (bleed)
- 9.75" x 7.25" (no bleed)
- 10.75" x 8.25" (trim)



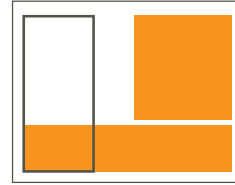
### Half page

- 4.75" x 7.25"
- 7.25" x 4.75"



### 2/3 page

- 9.75" x 4.75"
- 6" x 7.25"



### 1/3 page

- 9.75" x 2.25"
- 4.75" x 4.75"
- 3.25" x 8"



### 1/6 page

- 4.75" x 2.375"
- 2.375" x 4.75"

## PICK YOUR AD SIZE:

### Covers

- Inside front cover \$2,359
- Inside back cover \$2,359
- Outside back cover \$2,659

### Double page

- 22.5" x 8.75" (bleed) \$2,859
- 19.5" x 7.25" (no bleed)
- 21.5" x 8.25" (trim)

### Full page

- 11.25" x 8.75" (bleed) \$1,569
- 9.75" x 7.25" (no bleed)
- 10.75" x 8.25" (trim)

### Half page

- 4.75" x 7.25" \$789
- 7.25" x 4.75"

### 2/3 page

- 9.75" x 4.75" \$879
- 6" x 7.25"

### 1/3 page

- 9.75" x 2.25" \$479
- 4.75" x 4.75"

### 1/6 page

- 4.75" x 2.375" \$359
- 2.375" x 4.75"

### Advertorials

- 400 Words \$1,259
- 200 Words \$789

*\*in 2011, copies of Alternate Routes made their way to the Calgary Stampede, England, Texas and even China! you never know where your ad will be seen!*



### Then:

- 10% discount for Cochrane Tourism Association members
- +5% GST | 828815613RT0001



**= YOUR TOTAL**

*Thank you for advertising!*

# Alternate Routes THE COCHRANE GUIDE

## ADVERTISER INFO

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Are we creating your ad?  Yes  No

If you're supplying your ad, please provide designer's contact information:

\_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## PAYMENT METHOD

Payment due at time of booking | Receipts mailed to above address

Cash

Cheque

Payable to: Red Shed Graphic Design  
34 West MacKay Cr. Cochrane, AB T4C 1J9

Credit Cards

Visa # \_\_\_\_\_  
Expiry \_\_\_\_\_ Signature \_\_\_\_\_

Mastercard # \_\_\_\_\_  
Expiry \_\_\_\_\_ Signature \_\_\_\_\_

## THE FINE PRINT:

### If we're providing your ad:

- Ad layout included in cost (subject to reasonable time required. Additional graphic design services are available for more involved layouts at an additional cost).
- A proof will be provided prior to printing, requiring advertiser's approval.

### If you're providing your ad:

- Keep type 1/8" to 1/4" away from the trim edge;
- PDF, EPS file formats accepted; All images and logos (including embedded files) must be CMYK and 300 dpi or higher.
- When submitting EPS files ensure all text is converted to outlines or curves.
- The advertiser is responsible for the output quality of any supplied material and all proofing, changes and approvals of their ad. It is the responsibility of the advertiser to bring the production quality up to production standards.
- Alternate Routes reserves the right to refuse an ad based on poor quality reproduction.
- Files 5MB or less can be emailed direct to [alternateroutes@telus.net](mailto:alternateroutes@telus.net); files larger than 5MB can be sent via YouSendIt.com (a free web service).
- A proof will be provided prior to printing, requiring advertiser's approval.

### For all advertisers:

- The full cost of the ad is due upon booking. If payment is not received upon booking, the advertisement will not run and will be returned to the advertiser in the condition it was received.
- Positions will not be guaranteed with the exception of the covers and those subject to preferred placement agreements.
- Any payments made for advertisements that are cancelled after January 16, 2012 will not be refunded in part or whole.
- If, for any reason, Alternate Routes is unable to publish as planned, advertisers will receive full reimbursement for ads paid for.
- Printing of key numbers is not guaranteed.
- If complete copy is not furnished according to mechanical and deadline requirements, Alternate Routes can charge for extra production work required. An estimate of such extra charges will be provided.
- Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and responsibility for any claims arising therefrom against Alternate Routes.
- All advertising copy is subject to the approval of Alternate Routes.
- Alternate Routes shall be under no liability for failure for any cause, to publish any advertisement.
- Alternate Routes shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Alternate Routes.
- All inserts and advertising must adhere to regulations as set down by Canada Post or/and Revenue Canada.
- Publisher cannot guarantee position of blow-in cards.

Thank you for advertising!