Pincher Creek
2027 Visitor's Guide
Ad Rate Sheet

FULL PAGE
8 1/2"w x 11"h with 0.25" bleed on all sides

Business Card
3.9" x 2.5"

1/4 page - horizontal
8" x 2.5"

1/4 page vertical
3.9" x 5"

1/2 page vertical
3.9" x 10.5"

AD SIZES

1/2 page - horizontal
8" x 5"

*see rates on next page

The Town of Pincher Creek is once again pleased to produce the upcoming edition of the Pincher Creek Visitor's Guide!

Widely distributed across Alberta and British Columbia, as well as available online, this comprehensive guide will reach thousands of travellers looking for experiences, accommodations, and attractions in our region. It's an exceptional opportunity to showcase your business to a broad audience.

As a cornerstone of our marketing and community engagement efforts, the Visitor's Guide will be distributed in April 2027. Book early and save! Advertisers who reserve their space by December 31, 2026 will receive discounted early bird rates and priority placement within the guide. Participating promotes your business and supports a shared marketing initiative that benefits the entire community. Your involvement will help increase visibility, attract more visitors, and drive customer traffic to your business.

The success of this publication relies on the support of our local advertisers, and together, we can make this the best edition yet.

Don't miss your chance to be part of something special, and reserve early to get the best rate and placement!

2027 AD RATES

Early Bird Deadline December 31, 2026

Ad Size	Early Bird	Regular Rate
Business Card	$190	$220
1/4 page	$390	$425
1/2 page	$790	$875
Full page	$1190	$1300
Full premium	$1490	$1650
Back Cover	$1890	$2100

*see dimensions on previous page. GST not included

Deadlines

Ad booking	January 29
Design content*	February 5
Final copy	February 19
Payment due	March 5

*Design content deadline: if you have requested design assistance, this is the deadline to send all imagery, logos, and content to communications@pinchercreek.ca

Design Assistance & Proofs

We offer ad creation and modifications at no additional cost. All content including images, logos, and copy must be submitted to communications@pinchercreek.ca no later than February 5. Images and logos should be high resolution. Images with low resolution cannot be scaled larger without loss of detail and clarity. Do not send images embedded in emails, Word, or Publisher, these programs automatically compress images and reduce the resolution. A proof will be submitted to you by February 12; if no response is received by February 19, the ad will run as is. Proofs will not be provided for ads that are submitted as final copy.

Terms & Conditions

File types: Artwork must be provided in AI, EPS, PDF, JPG, PNG, or TIF at a minimum 300dpi. We cannot accept Microsoft Word or Publisher files. Fonts: if providing an AI or EPS file, ensure all fonts have been converted to outlines to avoid any differences in final copy. Ad quality: We want our Visitor's Guide to reflect quality and high standards, so we have the right to refuse content. Payment: must be received in full before an ad is included in the Visitor's Guide. GST will be added to the ad rate.

To place an ad, please complete the advertising agreement and submit to Kim Uhersky, Communications & Marketing Officer at communications@pinchercreek.ca or call 403-627-3156 for more information.

Advertiser Information and Agreement

Business Name:	
Contact Name:	
Mailing Address:	
Phone Number:	
Email Address:	
Ad Size: (circle)	business card · 1/4 page horizontal · 1/4 page vertical · 1/2 page horizontal · 1/2 page vertical · full page · full premium · back cover
Requesting Ad Assistance (circle)	Yes No
Date:	
Signature	

By signing, advertisers agree to the specifications and terms outlined above.