



Pincher Creek 2025 Visitor's Guide Ad Rate Sheet

FULL PAGE

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

1/8 page
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"

We are thrilled to announce the Town of Pincher Creek is leading the effort to produce the upcoming release of the Pincher Creek Visitor's Guide, with support from the Pincher Creek & District Chamber of Commerce!

Widely distributed across Alberta and British Columbia, as well as available online, this comprehensive guide will reach thousands of travelers seeking experiences, accommodations, and attractions in our region, offering 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 is set to launch in April 2025. Chamber members receive exclusive benefits, including discounted advertising rates and priority placement within the guide. Participating not only promotes your business but also demonstrates your support for 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 out on this chance to be a part of something special!

PINCHER CREEK
— & DISTRICT —
CHAMBER of COMMERCE

*see rates on next page

2025 AD RATES

Ad Size	Chamber Member	Non Member
1/8 page	\$245	\$290
1/4 page	\$450	\$490
1/2 page	\$850	\$925
Full page	\$1285	\$1425
Full premium	\$1615	\$1825
Back Cover	\$2300	\$2650

*see dimensions on previous page. GST not included

Deadlines

Ad booking	January 31
Design content*	February 7
Final copy	February 21
Payment due	March 7

*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 7. 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 16; if no response is received by February 21, 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 communications@pinchercreek.ca or phone Kim Uhersky, Communications & Marketing Officer at 403-627-3156 for more information.

Advertiser Information and Agreement

Business Name:	
Contact Name:	
Phone Number:	
Email Address:	
Ad Size: (circle)	1/8 page 1/4 page 1/4 page 1/2 page 1/2 page 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.