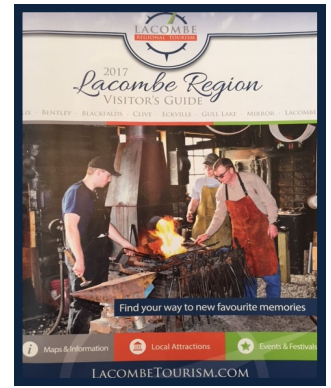




LACOMBE REGIONAL TOURISM

# 2020 PROGRAM PARTNERSHIP & VISITOR GUIDE ADVERTISING



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

Applicant Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

Phone Number(s): \_\_\_\_\_

Email: \_\_\_\_\_

PARTNER SUPPORT	TYPE	COST	X
BUSINESS	Basic	\$195	
	Premium	\$495	
NON-PROFIT/COMMUNITY GROUP	Basic	\$100	
	Premium	\$400	
VILLAGE/HAMLET/CITY/TOWN IN LACOMBE COUNTY	Standard	\$400	
	Premium	\$800	

AD IN VISITOR GUIDE	AD RATE	X
1/4 Page	\$249	
1/2 Page	\$449	
Full Page	\$799	
Back Cover	\$1499	

TOTAL COST	
Partner Support	\$
Visitor Guide AD	\$
<b>TOTAL DUE</b>	<b>\$</b>

## VISITOR GUIDE DIRECTORY LISTING INFO

Maximum of 5 lines of text

\_\_\_\_\_

Business name

\_\_\_\_\_

Physical Address

\_\_\_\_\_

Phone number

\_\_\_\_\_

Website

\_\_\_\_\_

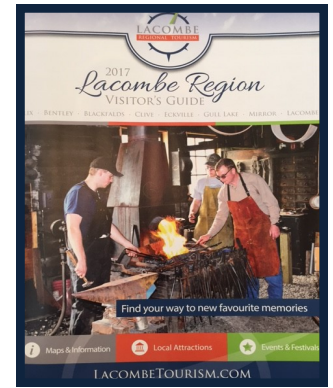
Hours open

Cheques payable to Lacombe Regional Tourism.  
#100 5005 50 Ave, Lacombe T4L2L1  
Credit Card payments accepted in office or over the phone. Call for more information  
403-782-1046

Date Received _____	Chq # _____	Amt _____
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## PARTNERSHIP BENEFITS



### For Business and Non-Profit Partners\*

BASIC

PREMIUM

		BASIC	PREMIUM
ONLINE	Web Profile	X	X
	Social Media Follow	X	X
	Deals, Offers & Packages Listings (up to 5)		X
	Experiential Blog Post		X
OFFLINE	Directory Listing in Visitor Guide	X	X
	Brochure Display at VIC	X	X
	Brochure Distribution-Network of Kiosks in Lacombe County	X	X
	Brochure Distribution-Extended network of VIC's across Alberta		X
	Sales leads & referrals	X	X
	Voting at AGM	X	X

\*All text and photos for Web Profile, Packages, etc. are to be supplied by Partners to Lacombe Regional Tourism.

### For Village/Hamlet/City/Town in Lacombe County

STANDARD

PREMIUM

		STANDARD	PREMIUM
ONLINE	Community Profile on Lacombe Regional Tourism Website (text and photos to be supplied by member)	X	X
	Social Media Follow	X	X
OFFLINE	1/2 page Community Profile in Visitor Guide (text and photos or print ready file to be supplied by member)	X	
	Full Page Community Profile in Visitor Guide (text and photos or print ready file to be supplied by member)		X
	Voting at AGM	X	X



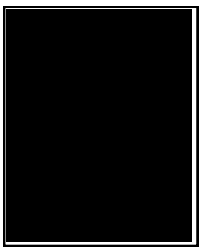
LACOMBE REGIONAL TOURISM

## VISITOR GUIDE PUBLICATION

### 10,000 COPIES PRINTED AND DISTRIBUTED TO:

- Visitor Information Centres across Alberta and tourism kiosks in Lacombe County.
- The Visitor Guide will also be Mailed to homes and businesses in the City of Lacombe & Rural Lacombe County.
- Distributed at local festivals and market events throughout the year.

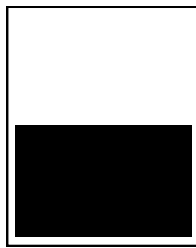
**AD SIZES** (in inches) Trim Size: 8.375" x 10.875"



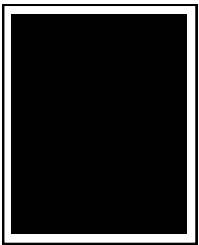
BLEED (0.25")  
8.875 X 11.375



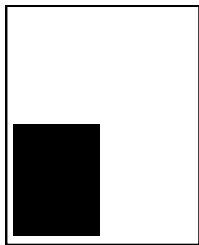
1/2 VERTICAL  
3.625 X 9.75



1/2 HORIZONTAL  
7.5 X 4.75



FULL PAGE  
7.5 X 9.75



1/4 PAGE  
3.625 X 4.75

### ADVERTISING RATES

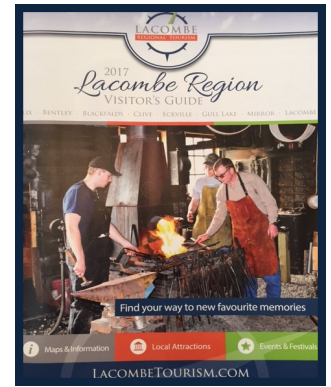
SIZE	PRICE	Advertising rates DO NOT include artwork.
1/4 page	\$249	All ads are full colour
1/2 page	\$449	5% GST not included
Full page	\$799	Ads must be booked by Feb. 7/20
Back Cover	\$1499	Publication distribution mid April 2019

### CONTACT US

Lacombe Regional Tourism  
100-5005 50th Avenue  
Lacombe, AB T4L2L1

### SUBMIT ARTWORK TO:

Artwork due by Feb. 14, 2020  
E-MAIL: [info@lacombetourism.com](mailto:info@lacombetourism.com)  
PH: 403-782-1046



### FILE REQUIREMENTS

CMYK, HIGH RESOLUTION (300dpi). Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

### ACCEPTED FILE FORMATS

**PDF:** Embed all fonts. No image compression. Use JPEG high quality. Turn off OPI.

**InDesign:** Preflight check. Package images and fonts. TIF, JPEG high quality.

**EPS:** Include fonts or convert to outline. Rasterize effects to 300 dpi. Embed all placed images. Turn off overprint. Save with 8-bit preview and thumbnail.

**We DO NOT ACCEPT Windows TrueType fonts or ads built in Microsoft Word, Excel, Publisher or Adobe Pagemaker.**

### BLEEDS AND FULL-PAGE ADS

Ads requiring a bleed should be built to trim size and have images or graphics extended 0.25" beyond each edge. All text should be at least 0.375" inside the trim size edge.

### ADVERTISING POLICY

Acceptance of any advertisement in the Lacombe Tourism Visitors Guide is at the sole discretion of the publisher.

If artwork is supplied and it is NOT press ready additional charges will be applied. Every effort will be made to contact the advertiser to have the corrections made however, if the artwork is not able to be supplied in compliance with the advertising File Requirements pre-press fees will be charged back at \$50/hr.