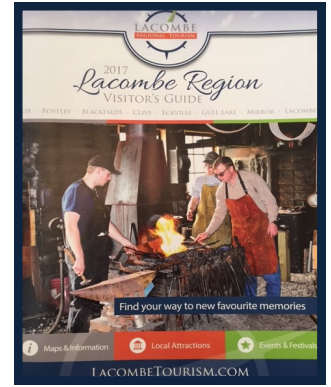




LACOMBE REGIONAL TOURISM

# 2021 PROGRAM PARTNERSHIP & VISITOR GUIDE ADVERTISING



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

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

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

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

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

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

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

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

## VISITOR GUIDE DIRECTORY LISTING INFO

Maximum of 5 lines of text

\_\_\_\_\_

Business name

\_\_\_\_\_

Physical Address

\_\_\_\_\_

Phone number

\_\_\_\_\_

Website

\_\_\_\_\_

Hours open

## TOTAL COST

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

Cheques payable to Lacombe Regional Tourism.

#100 5005 50 Ave, Lacombe T4L2L1

Credit Card payments: Visa or Mastercard

Name on Card:

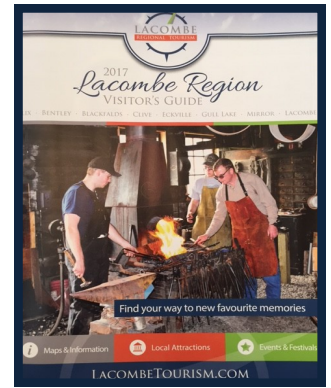
Card Number:

Expiry Date: \_\_\_/\_\_\_/\_\_\_ CVV: \_\_\_\_\_

Date Received \_\_\_\_\_ Chq # \_\_\_\_\_ Amt \_\_\_\_\_



## PARTNERSHIP BENEFITS



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

#### BASIC

	ONLINE	OFFLINE
Web Profile	X	
Social Media Follow	X	
Tourism Related Post Shares (must tag Lacombe Tourism)	X	
Periodic email information on marketing opportunities, events & more	X	
Directory Listing in Visitor Guide		X
Brochure Display at Flatiron		X
Brochure Distribution-Network of Kiosks in Lacombe County		X
Sales leads & referrals		X
Voting at AGM		X

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

#### STANDARD

#### PREMIUM

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



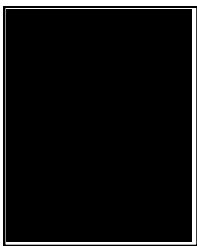
LACOMBE REGIONAL TOURISM

## VISITOR GUIDE PUBLICATION

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

- Visitor Information Centres across Alberta and tourism kiosks in Lacombe County.
- Distributed at local festivals and market events throughout the year.
- Offered to conferences, tournaments, meetings & special events.

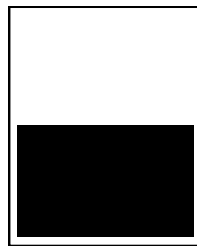
### AD SIZES (in inches) Trim Size: 8.375" x 10.875"



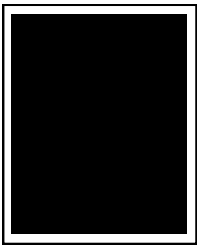
BLEED (0.25")  
8.875 X 11.375



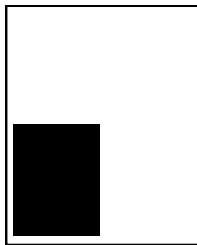
1/2 VERTICAL  
3.625 X 9.75



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

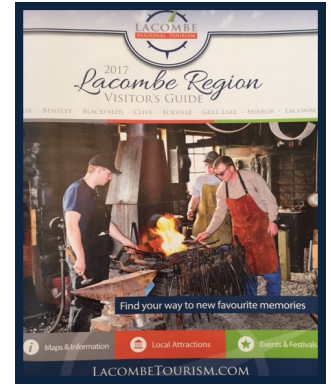
SIZE	PRICE	Advertising rates DO NOT include artwork.
1/4 page	\$249	All ads are full colour
1/2 page	\$449	
Full page	\$799	Ads must be booked by Feb. 9/21
Back Cover	\$1499	Publication distribution mid April 2021

### CONTACT US

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

### SUBMIT ARTWORK TO:

Artwork due by Feb. 16, 2021  
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.