

# Gull Lake GUIDE



**SALEY Publications**

**Summer 2010**

**... promotes the facilities and services of  
Gull Lake and surrounding area.**

*Distribution:*

- Aspen Beach Provincial Park uses this Guide as their camper handout as do other campgrounds/resorts on the lake:  
RV Heaven, Parkland RV Resort, Sunset Legion Campground, Wilson's Beach Campground, DeGraff's RV Resort, and Raymond Shores RV Resort
- 20,000 copies will be distributed free from the May Long Weekend to September at campgrounds, golf courses, retailers and related outlets
- sent to all major Visitor Information outlets in Alberta.
- hand delivered to residences and cottages at Parkland Beach, Sunnyside, Poulson's Pasture, Birch Bay and the Summer Village of Gull Lake.

*Layout:* Magazine format, full color, highlighted cover section and centre spread, page size: 8" x 10.5"

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**Earlybird Ad Copy Deadline: Feb. 26, 2010 = 5% discount**

**Final Deadline: March 19, 2010 - Advertise in multiple guides = 10% discount on addit'l ads**

## Print Ads

AD SIZE	AD DIMENSIONS	NO POSITION			POSITION
		AD COST	ONE COLOR	FULL COLOR	FULL COLOR INCLUDED
Twelfth Page	2.25" x 2.25"	\$112	+\$18	+\$25	\$163
Sixth Page	4.5" x 2.25"	195	+28	+42	282
1/4 Pg or Banner	7" x 2.25"	251	+34	+51	360
Third Page	4.5" x 4.5"	319	+41	+61	451
Half Page	7" x 4.5"	481	+56	+87	676
3/4 Page	7" x 7"	685	+73	+116	954
Full Page	7" x 9.25"	839	+80	+133	1158
Back Cover	7" x 9.25"	—	—	incl.	1352
Front Banner	7" x 2.25"	—	—	incl.	676

POSITION ADS include 4 page front cover, 4 page back cover, centre spread, TOC page, and other position requests. Position ads are offered in full colour only.

## Website Ads **NEW**

**GullLakeGuide.com  
Launches in May 2010**

Display Ad	Start at \$20/mo.*
Marketplace Listing	\$10/mo.*
Marketplace Listing with Print Ad Purchase	\$5/mo.*

\*Billed annually (12 month billing)