

# PIGEON LAKE & AREA VISITOR GUIDE



**SALEY Publications**

**Summer 2017**



## Pigeon Lake & Area Visitor Guide

... promotes facilities and services of Pigeon Lake and area including Battle Lake, Buck Lake & Wizard Lake.

### Distribution:

- Pigeon Lake Provincial Park and Zeiner Park use this Guide as their camper handout as do many other campgrounds in the area.
- 15,000 copies will be distributed free from the May Long Weekend to September at campgrounds, golf courses, retailers and related outlets
- contains Pigeon Lake Fun Map and is distributed all summer within the region.
- sent to all major Visitor Information outlets in central Alberta.

### Layout:

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

**Ad Copy Deadline - March 10, 2017**

**Advertise in multiple guides = 10% discount on additional ads.  
PLUS additional 10% DISCOUNT for ads paid within 30 days of invoicing.**

AD SIZE	AD DIMENSIONS	NO POSITION			POSITION
		AD COST	ONE COLOR	FULL COLOR	FULL COLOR INCLUDED
Twelfth Page	2.25" x 2.25"	\$118	+\$20	+\$26	\$171
Sixth Page	4.5" x 2.25"	205	+29	+44	296
1/4 Pg or Banner	7" x 2.25"	264	+36	+54	378
Third Page	4.5" x 4.5"	335	+43	+64	474
Half Page	7" x 4.5"	505	+59	+91	710
3/4 Page	7" x 7"	719	+76	+122	1002
Full Page	7" x 9.25"	881	+84	+140	1216
Back Cover	7" x 9.25"	—	—	incl.	1420
Front Banner	7" x 2.25"	—	—	incl.	710

**POSITION ADS include 4-page front cover, Table of Contents, Centre Spread, 4-page back cover and other position requests. Position ads are offered in full colour only.**

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