



Town of Rimbey Guide

2010

Purpose

- promote the services, products & attractions available in Rimbey & area to both residents and visitors
- increase visitation to Rimbey
- encourage visitors to explore the Town
- educate readers about historical aspects of Rimbey
- promote use of local products & services
- present Rimbey as a great place to live

Content

- retail products & services
- accommodations • restaurants
- industries • events
- recreational facilities & attractions
- emergency/health services
- map of Rimbey



Distribution

Beginning May long weekend

- 7000 copies distributed free at retailers, Town Office, Recreation Office, golf courses & other outlets in Rimbey
- distribution at all Central Alberta and all major Visitor Information outlets in Alberta
- Canada Post delivery to all Rimbey households (2200)
- delivered to 600 residences and cottages at Parkland Beach, Sunnyside, Poulson's Pasture and Birch Bay

Layout

Magazine format, gloss pages, full color, highlighted centre spread, page size: 8" x 10.5"

Published in cooperation with the Rimbey Chamber of Commerce



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

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

AD SIZE	AD DIMENSIONS	NO POSITION			POSITION
		AD COST	ONE COLOR	FULL COLOR	FULL COLOR INCLUDED
Twelfth Page	2.25" x 2.25"	\$78	+\$16	+\$23	\$113
Sixth Page	4.5" x 2.25"	135	+26	+38	195
1/4 Pg or Banner	7" x 2.25"	174	+31	+46	250
Third Page	4.5" x 4.5"	221	+37	+55	313
Half Page	7" x 4.5"	334	+51	+79	468
3/4 Page	7" x 7"	475	+66	+105	660
Full Page	7" x 9.25"	582	+73	+121	801
Back Cover	7" x 9.25"	—	—	incl.	936
Front Banner	7" x 2.25"	—	—	incl.	468

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.

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