

# FERNIE FIX



The new high quality and fresh look of our Winter and Summer guides the last two seasons along with unique, useful and interesting content have made these products **THE** go to source for visitors and residents when making decisions on how to spend their time in our beautiful area, or learn more about our community.

**Fernie's most comprehensive summer guide to Fernie, with a close look at what it is about this town that draws thousands upon thousands during the fun-filled months of winter.**

Fernie is a vibrant community with an eclectic downtown, diverse restaurants, nightlife and shopping experiences, and of course endless opportunities for the adventurer. This guide includes everything a visitor or resident needs to know, and has successfully drawn people to our community by showcasing Fernie and all it has to offer. Family **activities and events**, an **accommodation and restaurant guide** with price ratings and descriptions, an **events calendar** with the summer highlights, **features on residents** sharing their experiences and stories with the readers, and much more!

The **Fernie Fix - Winter Guide** will follow the perfect bound, high quality style used the last two seasons - our most

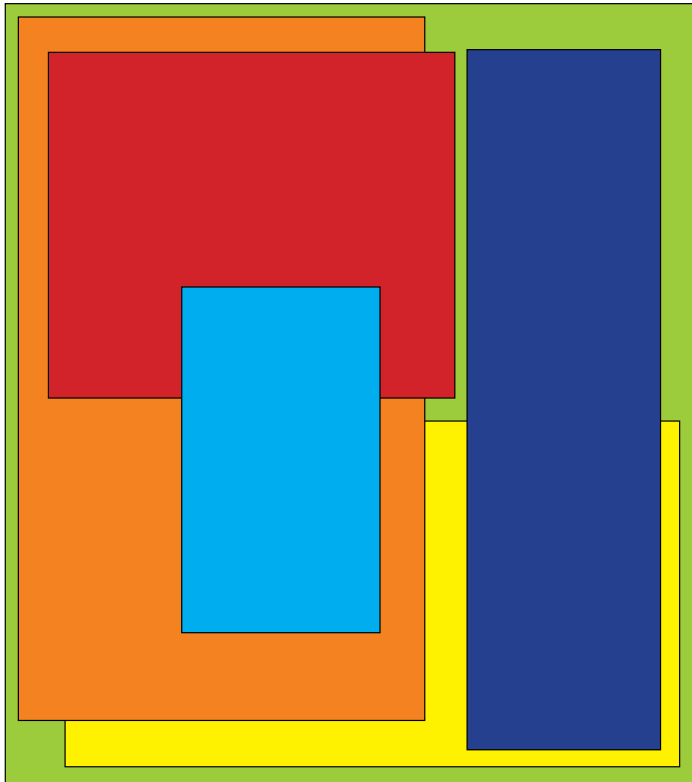
popular guides to date. The **Fernie Fix - Winter Guide** will be everyone's choice when discovering Fernie, and with unmatched distribution and affordable advertising rates it is also the best choice for marketing your business or service this Fall and Winter.

Don't miss out on this opportunity to be involved in a community product that is effective both in marketing Fernie and the businesses that keep it thriving! **Fernie's most comprehensive winter guide, with a close look at what it is about this town that draws thousands upon thousands from around the world during the powdery months of winter.**

## Why advertise in the *Fernie Fix - Winter Guide*?

- 40,000 copies printed and distributed throughout Fernie, Fernie Alpine Resort, Highway 3 hot spots, BC Info Centres, and consumer shows from mid October through November.
- Featuring the most current and comprehensive tourist-related information.
- Business directory listing every relative business for the season.
- The **Fernie Fix - Winter Guide** will be available to visitors in hotel rooms and rental chalet/units for easy access during their stay in Fernie!

# FERNIE FIX



## ADVERTISING RATES & SIZES

AD TYPE	SIZE	RATE
● Outside Back Cover	8" x 9" + bleed	\$1850
●● Inside Front DPS	16" x 9" + bleed	\$2150
● Inside Back Cover	8" x 9" + bleed	\$1600
●● Double Page Spread	16" x 9" + bleed	\$1850
● Full Page	8" x 9" + bleed	\$1300
● 2/3 page vertical	4.7" x 8.125"	\$995
● 1/2 page horizontal	7.1" x 4"	\$725
● 1/3 page horizontal	4.7" x 4"	\$495
● 1/3 page vertical	2.3" x 8.125"	\$495
● 1/6 page vertical	2.3" x 4"	\$325
● Business write-up (approx. 75 words)		\$100

Ad space includes placement on the map and business write-up or editorial mention.

## AD ARTWORK OR SUPPLIED ADS

- Ads may be supplied on disk or via email to [vanessa@clarismedia.com](mailto:vanessa@clarismedia.com).
- High-resolution files (300 dpi) in pdf, tiff or jpeg format are required. Images and logos from websites are too small for print and will not be accepted.
- For full-page ads, a 1/4-inch bleed is required. Please leave a healthy margin on your ad so important information is not trimmed.
- Additional charges will be applied if ad is not sized correctly or design work is required. Word documents will not be accepted.
- Ad design is available, please contact us to inquire about rates or for a quote.

## Important Dates

**AD BOOKING DEADLINE**  
Wednesday, August 31, 2011

**AD SUBMISSION AND MATERIAL DEADLINE**  
Friday, September 7, 2011

**DISTRIBUTION DATE**  
October 17, 2011

## Contact Us

### AD BOOKING & SALES

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### AD SUBMISSION or AD DESIGN

Vanessa Croome  
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[Vanessa@clarismedia.com](mailto:Vanessa@clarismedia.com)

### DIRECTORY CHANGES or SUBMISSION DETAILS

Krista Turcasso  
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[Krista@clarismedia.com](mailto:Krista@clarismedia.com)