

FERNIE FIX



Providing thorough, up to date information for tourists and visitors alike in a high-quality publication, the *Fernie Fix Summer Guide* is THE go to source when planning time spent in our community and beyond.

This special edition of the *Fix* includes professional photography throughout accompanying well organized and useful content, maps and events.

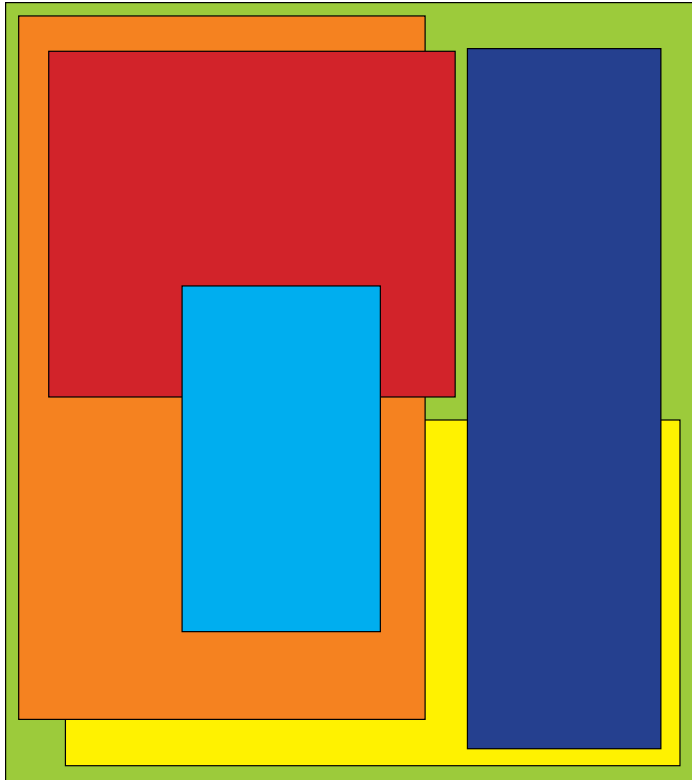
Why does this magazine get picked up and read?

- ▶ Kids and family guide to summer in Fernie
- ▶ Full guide to dining and nightlife
- ▶ Full guide to accommodation
- ▶ Maps and business listings
- ▶ High-quality design and printing, perfect bound, full colour, glossy product
- ▶ Early press date ensures magazines hit the winter crowd
- ▶ Personal stories and articles to connect the reader with our town
- ▶ Recreational recommendations and opportunities for everyone, including families

Advertising in the *Fernie Fix Summer Guide* is your best opportunity to gain exposure in the Fernie area and beyond, all season long.

- 15,000 copies printed
- Frequently used as a planner for those attending weddings or events in our community
- Found in hotel rooms, condos and chalets throughout Fernie
- Located in every business in town, and at various destinations from the Crowsnest Pass to Cranbrook including the Canadian Rockies International Airport and Visitor Centres
- Available online at FernieFix.com

FERNIE FIX



ADVERTISING RATES & SIZES

AD TYPE	SIZE	RATE
● Outside Back Cover	8" x 9" + bleed	\$2150
●● Inside Front DPS	16" x 9" + bleed	\$2450
● Inside Back Cover	8" x 9" + bleed	\$1885
●● Double Page Spread	16" x 9" + bleed	\$2150
● Full Page	8" x 9" + bleed	\$1500
● 2/3 page vertical	4.7" x 8.125"	\$1150
● 1/2 page horizontal	7.1" x 4"	\$840
● 1/3 page horizontal	4.7" x 4"	\$575
● 1/3 page vertical	2.3" x 8.125"	\$575
● 1/6 page vertical	2.3" x 4"	\$375
● Business write-up (approx. 75 words)		\$125

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

AD ARTWORK OR SUPPLIED ADS

- Ads may be supplied via email or dropbox to 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, March 7, 2018

AD SUBMISSION AND MATERIAL DEADLINE

Wednesday, March 14, 2018

DISTRIBUTION DATE

April 13, 2018

CONTACT US

AD BOOKING & SALES

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AD SUBMISSION or AD DESIGN

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DIRECTORY CHANGES or SUBMISSION DETAILS

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