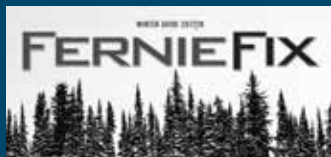


FERNIE FIX WINTER GUIDE 2019 / 2020

# FERNIE FIX



## Book your advertising spot today in the Winter Fix

*Ask us about special ad placement opportunities (early booking and ad placement fee applies)*

Providing thorough, up to date information for tourists and visitors alike in a high-quality publication, the *Fernie Fix Winter 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?

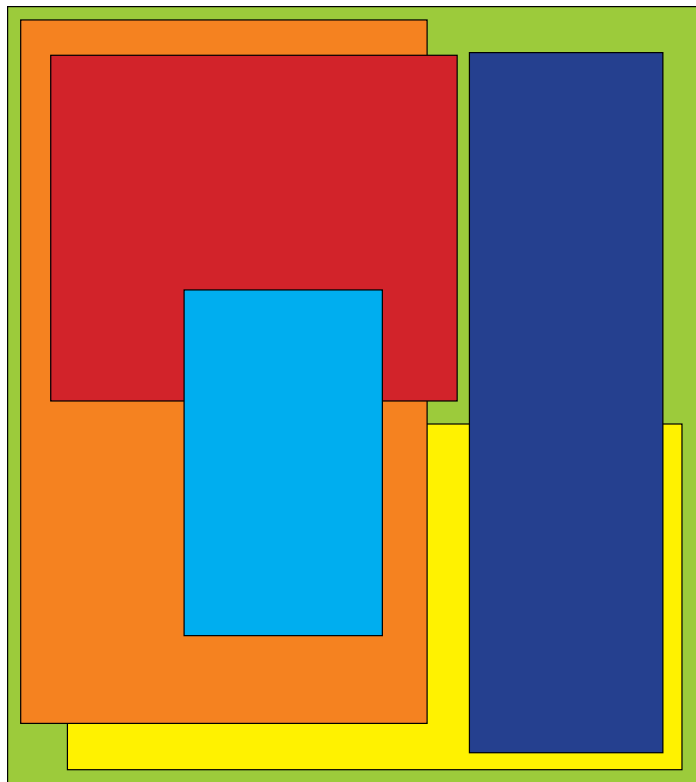
- ▶ Fresh content each year, including personal stories and articles to connect readers with our town.
- ▶ Recreational recommendations and opportunities for everyone, including families
- ▶ Professional and locally-sourced photography
- ▶ Full guide to dining and nightlife
- ▶ Full guide to accommodation
- ▶ Comprehensive maps
- ▶ Complete business listings
- ▶ High-quality, perfect bound, full colour product

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

- 15,000 copies printed
- Attends trade shows with Tourism Fernie and other attending businesses October and November
- Distributed monthly in Jaffray and Cranbrook at multiple, high-traffic locations.
- 6,000 distributed throughout Alberta through InterWest Brochures distribution company
- 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



# FERNIE FIX



## ADVERTISING RATES & SIZES

AD TYPE	SIZE	RATE
● Outside Back Cover	8" x 9" + bleed	\$2200
●● Inside Front DPS	16" x 9" + bleed	\$2500
● Inside Back Cover	8" x 9" + bleed	\$1995
●● Double Page Spread	16" x 9" + bleed	\$2200
● Full Page	8" x 9" + bleed	\$1575
● 2/3 page vertical	4.7" x 8.125"	\$1225
● 1/2 page horizontal	7.1" x 4"	\$885
● 1/3 page horizontal	4.7" x 4"	\$605
● 1/3 page vertical	2.3" x 8.125"	\$605
● 1/6 page vertical	2.3" x 4"	\$395
● Business write-up (approx. 75 words)		\$135

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](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

Friday, September 6, 2019

### AD SUBMISSION AND MATERIAL DEADLINE

Friday, September 13, 2019

### DISTRIBUTION DATE

October 15, 2019

## CONTACT US

### AD BOOKING & SALES

Krista Turcasso  
250-423-4062  
[Krista@clarismedia.com](mailto:Krista@clarismedia.com)

### AD SUBMISSION or AD DESIGN

Vanessa Croome  
250-423-4062  
[Vanessa@clarismedia.com](mailto:Vanessa@clarismedia.com)

### DIRECTORY CHANGES or SUBMISSION DETAILS

Krista Turcasso  
250-423-4062 or 250-423-0897  
[Krista@clarismedia.com](mailto:Krista@clarismedia.com)