

YOUR OFFICIAL GUIDE TO

CAMPING

AND LODGING IN ALBERTA



Shared by @sinclair_photo
at Obed Lake Provincial Park
[#explorealberta](#)

travelalberta.com 1.800.ALBERTA

Travel
Alberta
Canada



LPi GROUP
BE OUTSTANDING

MEDIA KIT | 2018

REACH AN ACTIVE AND ENGAGED AUDIENCE WITH ALBERTA'S
OFFICIAL TRAVEL GUIDE



Location: Elk Island Provincial Park

Tourists (both resident and non-resident) in Alberta spent **\$7.41 billion** in 2012*

Albertans account for **62%** of direct visitor spending*

Of the total spend, **44%** was spent on accommodation, food and beverage*



The lower Canadian dollar and lower gas prices seemed to make leisure travel to and within Alberta more affordable for Americans, while enticing staycations for Albertans and attracting domestic visitors from the rest of Canada.**

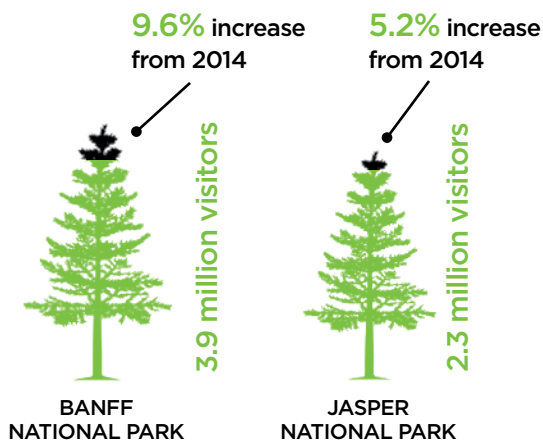
Over **33 million** total visits were made to **Alberta in 2012** by residents, out-of-province visitors, US and other international tourists*



85% were by local Albertans who were visiting different parts of the province.*

Sources: * Economic Impact Alberta 2012
**Alberta Tourism Market Monitor – 2015 Edition

Visitation at the three National Parks tracked (Banff, Jasper and Waterton Lake National Parks) reached a record in 2015**





94.23%

of Visitor Information Centre staff referred members of the public to the printed **Camping and Lodging In Alberta Guide**

2016 Visitor Information Centre Survey
Sanctioned by Travel Alberta, Alberta Culture & Tourism

Location: Grand Prairie Visitor Information Centre



THE CAMPING AND LODGING IN ALBERTA GUIDE

The Alberta Hotel and Lodging Association (AHLA) produces the **Camping and Lodging In Alberta Guide** that is distributed across the province. Local residents, out-of-province visitors, US and overseas tourists all reference this comprehensive publication.

Camping and Lodging In Alberta Guide is available to consumers free of charge at these locations:

- National Parks and Border Crossings
- Over 100 Visitor Information Centres in Alberta
- Numerous Visitor Information Centres across Canada
- Several information centres and travel agencies in the USA & Europe
- 25,000 copies are distributed at RV Dealer Association Trade Shows in Calgary and Edmonton
- Available for order on travelalberta.com in both Canada & USA

2-3
readers
per guide
(unaudited)

Over
600
campground
listings

Free
publication for
consumers

150,000
total
circulation



Location: Lesser Slave Lake Provincial Park
Credit: Curtis Comeau

CAMPING AND LODGING IN ALBERTA GUIDE

Slim, convenient format
for tucking into a glove
compartment, backpack
or your hand

Large road map insert to
assist with navigation
on-the-road*

Easy to view content on
multiple pages vs. an
electronic device

Handy when an Internet
connection is erratic or
non-existent at the
campground or on-the-road



* Map not intended for navigational purposes.

Helpful guide for planning
your camping adventure at
home or on-the-road

Easy-to-find
alphabetical listing of
over 600 campgrounds

Snippets of tourist
information provides
readers with useful
insights

Promote activities,
attractions, experiences
and services in the
province

Research has shown,
people are more engaged
when reading print than
when listening to radio or
watching TV advertising





Location: Og Lake near Mt. Assiniboine
Credit: Yamnуска Mountain Adventures

SPEAK TO ENGAGED AUDIENCES!

Let us assist you in getting the exposure you need with the people you want to reach. There's an option for every budget, and we'll work with you to maximize your advertising dollar and target your customers.

PRINT ADVERTISING

PRINT ADS	RATE	SIZE
Double Page Spread	\$9,855	11" x 10.6875"*
Full Page	\$7,575	5.5" x 10.6875"*
1/2 Page Horizontal	\$4,745	5.5" x 5.3475"
1/3 Page Horizontal	\$2,660	4.375" x 2.5"
1/6 Page Horizontal	\$1,695	4.375" x 1.5"
1/6 Page Vertical	\$1,800	2" x 5"

MAP INSERT		
Map Spot	\$1,000	2" x 2"

COVER PAGES		
Outside Back Cover	\$8,585	5.5" x 10.6875"*
Inside Back Cover (IBC)	\$7,900	5.5" x 10.6875"*
Facing IBC	\$7,900	5.5" x 10.6875"*
Inside Front Cover (IFC)	\$7,900	5.5" x 10.6875"*

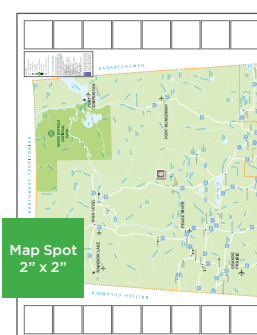
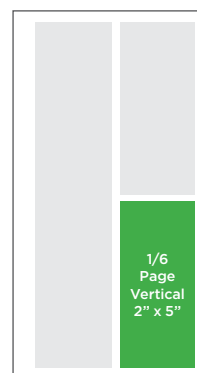
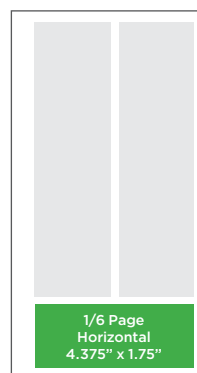
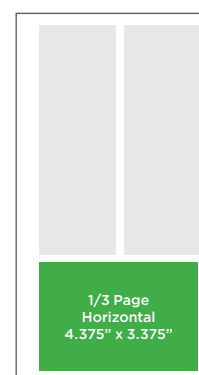
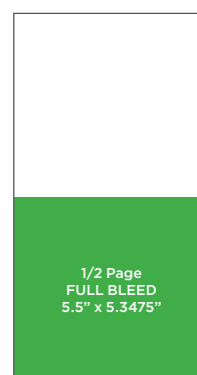
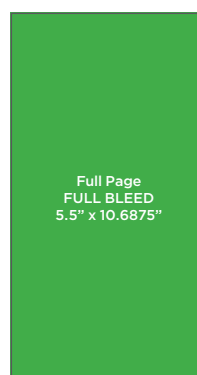
* FULL PAGE Ad Sizes in inches (width by height)

Live Image 5" x 10.1875"
Trim 5.5" x 10.6875"
Bleed 5.75" x 10.9375"



Distribution: 150,000 copies
Publication Date: January 2018
Publication Size: 5.5" x 10.6875"
Cover Pages: 36lb coated gloss
Listing Pages: 45GSM newsprint

Booking Deadline: Sept. 25, 2017
Material Deadline: Oct. 20, 2017



17.5" x 23" Map Insert
(Double Sided)

LISTING ENHANCEMENTS	RATE	SIZE
Photo or Logo at listing	\$1,000*	1" x 1"
Listing Header Highlight	\$300*	—

* Price based on a 2 year agreement

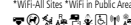
We offer professionally designed ads at an affordable rate.
Call for details.

Photo or Logo at listing 1" x 1"

John Doe Campground (PO)
Tel: XXX.XXX.XXXX
Fax: XXX.XXX.XXXX
Mail: Box XX, Town, AB X0X 0X0
Web: website.com
Dir: 45 minutes NW of Town



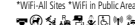
255 Sites (40 Seasonal) * Season: Open year-round
10 beautiful golf courses close by *Unlimited tenting & overflow
*WiFi *Gift Shop *General Amenities: *Amps: 15, 30, 50
*Flush Toilets *Group Camping *Pets Welcome *Playground *Pull Through Sites *Reservations Accepted *Sani Station *Showers-Coin Operated *Water Tap *Wheelchair Access *Winter Camping
*WiFi-All Sites *WiFi in Public Area



Listing Header Highlight

John Doe Campground (PO)
Tel: XXX.XXX.XXXX Fax: XXX.XXX.XXXX
Mail: Box XX, Town, AB X0X 0X0
Email: name@address.com
Web: website.com
Dir: 45 minutes NW of Town

255 Sites (40 Seasonal) * Season: Open year-round
10 beautiful golf courses close by *Unlimited tenting & overflow
*WiFi *Gift Shop *General Amenities: *Amps: 15, 30, 50
*Flush Toilets *Group Camping *Pets Welcome *Playground *Pull Through Sites *Reservations Accepted *Sani Station *Showers-Coin Operated *Water Tap *Wheelchair Access *Winter Camping
*WiFi-All Sites *WiFi in Public Area





Shared by @photojbartlett

ENHANCE YOUR IMPACT!

By adding a digital ad to support your presence in the printed **Camping and Lodging In Alberta Guide**, you capture a much broader audience, leveraging multiple information sources to help inform their camping adventure.

DIGITAL ADVERTISING

(albertacampgroundguide.ca)



* Existing website shown

Jan 1, 2016 – Jan 1, 2017



DIGITAL ADS	RATES/MONTH*	SIZE
Medium Rectangle	\$150/month	(300 X 250)
Leaderboard	\$125/month	(728 x 90)
Skyscraper	\$170/month	(160 x 600)
Homepage Takeover	Call for details	(728 x 90) plus background behind entire page
Receive 100% share-of-voice on one of the most viewed pages. Offers high value placement and high impact exposure.		

* Minimum purchase of \$125

Each ad provides a direct link to your website.

Number of impressions will vary depending on seasonality.

Call for details.





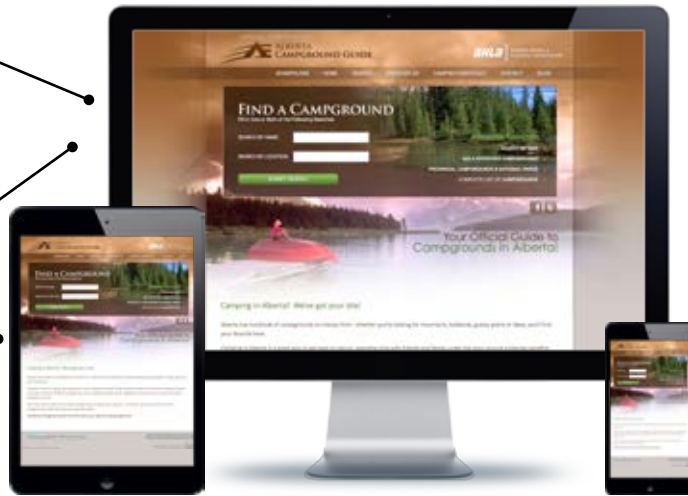
Location: Lac La Biche

TOTAL AUDIENCE
NEARLY **615,000**

Focused attention
higher with digital for a
sustained period of time
on key components of
the ad

Instantaneous access,
localization, powerful
personalization and
targeting, audio and
video, and more

Digital allows for
interactively including
feedback and sharing
via social media



44% Digital

Unaided Brand Recall

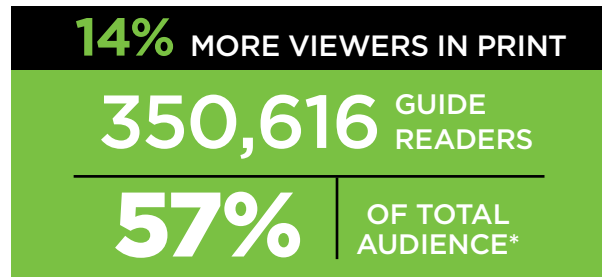
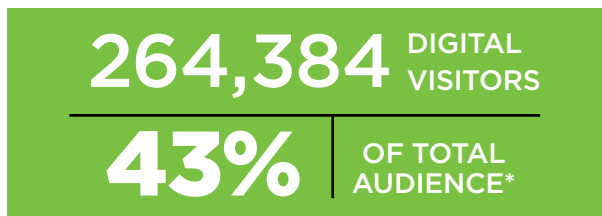
Print may resonate more
with those focused on
"getting back to nature"

Quickly and confidently
remember advertising
source and content -
higher with print

Science clearly
shows paper can be
more impactful and
memorable than digital



75% Print



* Some crossover between print and digital audiences.

MAXIMIZE YOUR CAMPAIGN BY BUNDLING

Build an integrated marketing campaign. Consumers consult different information sources on the different stages in their path to purchase. When you include more platforms, audience reach and effectiveness increases.

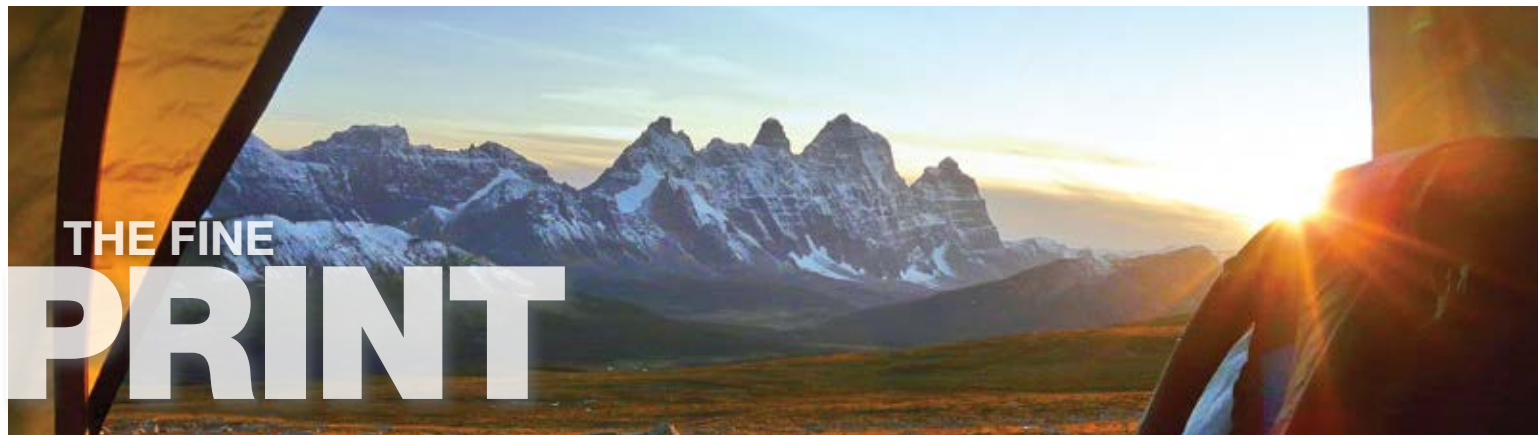
- Rather than an all-digital world, a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best
- We offer a variety of features to advertisers such as bundled print and digital pricing or preferred positions

BUNDLE PACKAGES

Trail-blazer	3 digital ads plus 2 print ads
Explorer	2 digital ads plus 1 print ad
Base Camp	1 digital ad plus 1 print ad

Call for details.

Source: http://www.fox.temple.edu/cms_research/institutes-and-centers/center-for-neural-decision-making/



Location: Rampart Mountains, Jasper National Park
Credit: Parks Canada / L. Neufeld

PRINT ADVERTISING

Acceptable Art & Production File Format

Artwork/copy must be submitted to LPi Group's specifications. In the event copy and/or artwork is not submitted by material deadline date, LPi Group is authorized to insert copy of its own choosing.

Preferred file format for PRINT ad submissions is print ready PDF or Adobe InDesign (please include all fonts and support files). We can also accept print ready TIF & EPS. Please ensure that all images are at 300 dpi in CMYK.

Ads can be submitted via

email at admin@lpi-group.com or
online at <http://portal.lpi-group.com>
User: LPi_ED_up
Password: guest

PROOFS

One proof will be sent prior to publication. For any changes to the proof, other than typing errors, phone number and address corrections, an additional production charge will be applied to your invoice.

TERMS & CONDITIONS

The Advertiser understands that LPi Group and Alberta Hotel & Lodging Association (AHLA) shall make every effort to correctly publish the advertising in the 2018 Camping and Lodging In Alberta Guide.

In the event that errors or omissions occur, the Advertiser waives all negligence against the AHLA, its representatives, agents and employees. The AHLA is not liable for any delays in the production or delivery of the publications due to any conditions beyond the AHLA's control.

Terms of Payment: Net 30 days in Canadian funds. If any monies due to LPi Group are not paid within 30 days of the invoice date, an interest rate of 2.5% per month will be added to the full invoice amount.

Final Payment: All advertising payments must reach our office prior to November 30, 2017 to ensure placement of your requirements in the **Camping and Lodging In Alberta Guide**.

Payment Options: Payment can be made via Credit Card (Visa, MasterCard), or by Cheque.

Cheques should be made payable to:

LPi Communications Group Inc.
101, 253-62nd Ave SE
Calgary, Alberta, T2H 0R5

DIGITAL ADVERTISING

Acceptable Art & Production File Format

Digital ad artwork must be submitted to LPi Group's specifications. In the event copy and/or artwork is not submitted by material deadline date, your digital ad will be replaced.

Preferred file format for DIGITAL ad submissions include file formats: GIF or JPG images, Adobe Flash SWF (not on tablet), or HTML5 (See HTML5 guidelines). Must provide a standard GIF/JPEG image backup file.

HTML5 GUIDELINES:

HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high resolution displays are considered one asset in the ad package, contributing respectively to the overall file size. Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped.

Ads can be submitted via

email at admin@lpi-group.com or
online at <http://portal.lpi-group.com>
User: LPi_ED_up
Password: guest



LPi-GROUP.COM | 780.452.4160 MARK DIXON X.301 | KAREN LAURITSEN X.303

Suit 4, 9343 - 50th Street NW Edmonton, Alberta, Canada T2H 0R5 | Calgary | Edmonton | Toronto