

Summer 2011 Combo Ad Program
6 Great Products
1 Great Price

where Edmonton
 May/June 2011

1



where Edmonton
 July/August 2011

2



where Edmonton
 September/October 2011

3



Our Alberta 2011

4



Yellowhead It! 2011

5



3 Web Site Promotions
 where.ca/edmonton
 yellowheadit.com
 destinationedmonton.ca

6

What Do You Get?

Tanner Young Publishing is once again bringing together three of our most popular publications in our **2011 Attractions Campaign**. Put your message in front of readers in B.C., Saskatchewan, Alberta, and finally in Edmonton when our visitors arrive with distribution through **Our Alberta** magazine, **Yellowhead It** magazine and **where Edmonton** magazine. 90% of the distribution is in province.

PRINT

- 1/3 page ad in **where Edmonton**, May/June 2011
- 1/3 page ad in **where Edmonton**, July/August 2011
- 1/3 page ad in **where Edmonton**, September/October 2011
- 1/3 page ad in **Our Alberta** magazine, 2011
- 1/3 page ad in **Yellowhead It!** magazine, 2011

Total distribution 335,000+ copies
 + digital edition downloads

WEB

Campaign promoted on

- where.ca/edmonton
- yellowheadit.com
- destinationedmonton.ca

CONTEST

To assist in tracking campaign effectiveness a contest component has been added.

- Call to action is traveltowin.com
- Prize offered is an IPOD including special Edmonton application which incorporates video and hotel booking engine.



THE 2011 PROMOTION

You pay only \$3,100 + GST

REGULAR RATES

where Edmonton May/Jun	\$1,465
where Edmonton July/August	\$1,465
where Edmonton September/October	\$1,465
Our Alberta	\$3,750
Yellowhead It!	\$2,350

Total Value \$8,440

SAVE 64%

We would like to gratefully acknowledge the ongoing support of Travel Alberta. Your savings would not have been possible without this support.



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