

# ALBERTA MEETING & EVENT GUIDE

## MEDIA KIT 2019



“The team @ Tanner Young (AB Mtg & Event Guide) have built a guide that draws in industry leaders and innovators that lends itself as a comprehensive and engaging tool that supports both aspects of the industry; the supplier and the planner. Showcasing how the two draw on each other daily to build and create impactful meetings and events.”

—Karen K.,  
Hotels Red Deer

TANNER YOUNG  
PUBLISHING GROUP

Meeting & Event Planners | Venue Managers | Suppliers

## Alberta Meeting & Event Guide

Since 2016

**Frequency:** Two times per year (spring & fall)

**Circulation:** Average 4,000 copies per issue + digital publication

**Readership:** Estimated at 25,000 per issue

**Distribution:** Alberta

### Unique Spaces & Places

Alberta has a wealth of incredible venues, suppliers, and event experts that can pull off the glitziest of affairs to small, intimate gatherings, and this magazine was created to celebrate that. The *Alberta Meeting & Event Guide* will showcase all that Alberta has to offer to anyone—from the first-time event planner to the professional—who is planning a meeting, conference, gala, wedding, or special event.

Divided into two distinct parts, the editorial section of the magazine contains informative editorial with easy-to-read articles that give insiders information from industry experts.

The resource guide contains listings of suppliers, at-a-glance charts full of helpful information, and formatted ads for increased reader comprehension. The listings are sorted by city and then industry category.

#### Each issue of the *Alberta Meeting & Event Guide* will cover

- News, tips, and what's trending
- Q&A with industry experts who share their tips and experiences in each issue
- Feature editorial that consist of unique venues, professional profiles, emerging trends, and industry spotlights

 **Comprehensive Resource Guide**  
600+ Listings

#### Distribution

Mailed to meeting planners, special event planners, corporate and government planners, and all listed suppliers primarily throughout Alberta.

Additional controlled distribution to all MPI and ILEA members in Alberta, PLUS hotels, special venues, amateur sports organizations, non-profit organizations, and First Nations offices.

<b>EDMONTON</b>	<b>CALGARY</b>	<b>RED DEER</b>	<b>OTHER</b>
<b>40%</b>	<b>40%</b>	<b>10%</b>	<b>10%</b>

### SPRING 2019 SPOTLIGHT:

Waterton | Canmore | Banff | Lake Louise | Jasper

## Get Ready to Discover the Canadian Rockies

Whether you're planning an event or hoping to attend one, there's no place like the Canadian Rockies to mix business with pleasure. That's why our upcoming Spring/Summer 2019 issue will be shining a spotlight on this iconic wonder of the Canadian landscape.

Expect info on how to get there, where to book venues with breathtaking views, and tips for venturing out, as well as staying in. Ready to be inspired? The Canadian Rockies are calling.



PRINT • DIGITAL EDITION • WEBSITE • SOCIAL MEDIA



meetingsalberta.com

  @ABMeetingGuide

 Alberta Meeting & Event Guide



# Resource Guide

## Free Listing

Not guaranteed to be included

**Canada's Sports Hall of Fame**  
169 Canada Olympic Rd. SW  
Calgary T3B 6B7  
T: 403-776-1040

### INCLUDES:

- Name
- Address
- Phone Number

## Basic Listing

**Canada's Sports Hall of Fame**  
169 Canada Olympic Rd. SW  
Calgary T3B 6B7  
T: 403-776-1040  
E: info@cshof.ca  
W: sportshall.ca  
Contact: Ruth Cowan  
Development Coordinator

### INCLUDES:

- Name
- Address
- Phone Number
- +
- Website
- Contact Name + Accreditation

**\$99** x 1

**\$75** x 2

**\$65** x 3

## + Add Description (30-40 words)

**Canada's Sports Hall of Fame**  
169 Canada Olympic Rd. SW  
Calgary T3B 6B7  
T: 403-776-1040  
E: info@cshof.ca  
W: sportshall.ca  
Contact: Ruth Cowan  
Development Coordinator

Canada's Sports Hall of Fame offers a unique and inspiring venue in Calgary to host your next event, state-of-the-art technology, dozens of hands-on interactive exhibits, including multi-sport simulators, team-building activities, and more!

**\$99** x 1

**\$75** x 2

**\$65** x 3

## MEETING & EVENT VENUES / HOTELS

### Free Listing

Not guaranteed to be included

**Coast Lethbridge Hotel and Conference Centre**  
526 Mayor Magrath Dr. South  
Lethbridge T1J 3M2  
T: 403-327-5701  
Total Meeting Space: 13,490 sq. ft.

### INCLUDES:

- Name
- Address
- Phone Number
- Total Meeting Space

### Grid Listing

**\$249** x 1

**\$199** x 2

**\$149** x 3

## Meeting & Event Venues

**Banff Centre for Arts and Creativity**  
107 Tunnel Mountain Dr., Banff AB T1L 1H5  
Tel 877-760-4595 Web banffcentre.ca/conferences

## Hotels

### RATE RANGES:

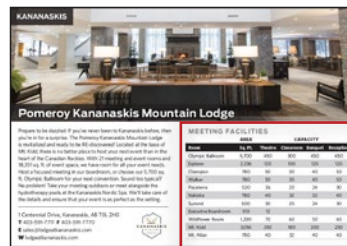
\$—up to 119, \$\$—120-169, \$\$\$—170-209, \$\$\$\$—over 210

**The Malcolm Hotel**  
321 Spring Creek Dr., Canmore AB T1W 0K3  
Tel 1-888-570-0603 Web malcolmhotel.ca

### Formatted Ad

With a full or half page formatted ad you can showcase all your individual meeting rooms.

**SEE RATES**



**Pomeroy Kananaskis Mountain Lodge**

Room	T/L	Capacity
Executive Boardroom	12	12
Wildflower Room	70	60
Mt. Kidd	250	180
Mt. Allan	40	32

### MEETING FACILITIES

Room	AREA		CAPACITY			
	Sq. Ft.	Theatre	Classroom	Banquet	Reception	
Olympic Ballroom	5,700	450	300	450	450	
Explorer	2,336	120	100	120	120	
Champion	780	50	30	40	50	
Walker	780	50	30	40	50	
Pocaterra	520	36	20	24	30	
Nakiska	780	40	32	32	40	
Summit	500	30	20	24	30	
Executive Boardroom	513	12				
Wildflower Room	1,200	70	60	50	60	
Mt. Kidd	3,016	250	180	200	250	
Mt. Allan	780	40	32	40	40	

## Rates

MAIN BOOK	DISPLAY ADS	1x	2x	3x
	Back Cover			
	Inside Covers			
	Double Page Spread	For rates, please		
	Full Page	call 780-465-3362 or email		
	2/3 Page Vertical	sales@tanneryoung.com		
	1/2 Page Horizontal			
	1/3 Page Square			

RESOURCE GUIDE	FORMATTED ADS	1x	2x	3x
	Full Page			
	1/2 Page Horizontal			
	1/4 Page Vertical			
	1/8 Page Vertical			
	LISTINGS	For rates, please		
	Basic Listing	call 780-465-3362 or email		
	Add Description	sales@tanneryoung.com		
Grid Listing				

## Deadlines

	BOOKING	MATERIAL	STREET
SPRING 2019	Mar 31, 2019	April 5, 2019	April 2019
FALL 2019	Sep 13, 2019	Sep 20, 2019	Oct 2019
SPRING 2020	Mar 27, 2020	Apr 3, 2020	April 2020

## Contacts

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**Publisher** Rob Tanner, rob@tanneryoung.com

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**Production** Cheryl Lindquist, traffic@tanneryoung.com

**Customer Relations** Marie Tanner, marie@tanneryoung.com

### Tanner Young Publishing Group

#1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada  
780-465-3362 | tanneryoung.com

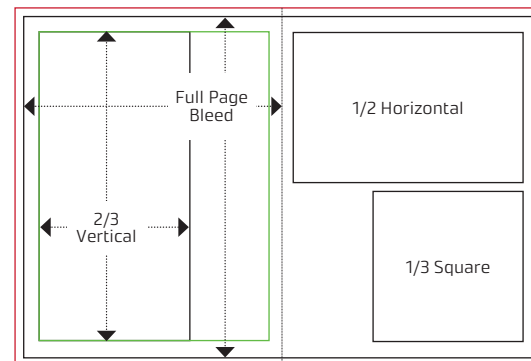
## Main Book Display Ad Sizes

Display Ad	Dimensions (width x depth)
Full Page Bleed	8.125" x 10.75" Trim 8.625" x 11.25" Bleed 7.125" x 9.75" Live Area
2/3 Page Vertical (one available)	4.625" x 9.875"
1/2 Page Horizontal	7.125" x 4.875"
1/3 Page Square	4.625" x 4.875"

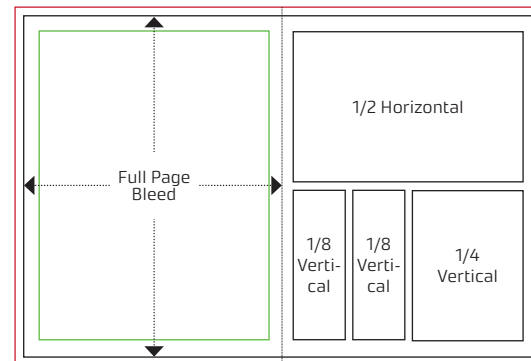
## Resource Guide Formatted Ads

Ads are built by the Tanner Young art department. Images and text are provided by the advertiser. Includes a maximum of 3 proofs.

### DISPLAY ADS



### FORMATTED ADS



## Ad Policies

- The publisher will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements.
- All advertising is subject to acceptance by the publisher.
- The publisher reserves the right to add a keyline to fractional ads to differentiate them from editorial.
- Late receipt of ad materials or changes are subject to additional charges.
- The publisher owns all rights to advertisements and related media produced by the company. Advertiser purchases only space and one time use of artwork.

## Ad Requirements

### Press Ready Files

- Please build your ad to the exact size specified, with no excess white surrounding the image area.
- Ads intended to bleed should be built to the publication's Trim Size with images extending beyond that by an additional 1/4" on all sides. For safety, keep all essential elements (text & logos) 1/2" inside the trim.
- Do not include crop marks.
- Press-ready files must be supplied in PDF/X-1a format to comply with industry standards.

- All files must be supplied in CMYK colour mode. Any non-process colours (i.e. RGB, Pantone) will be converted to CMYK. The publisher will not be responsible for any colour shifts that may result from this conversion.
- All fonts must be embedded.
- All images must be a minimum resolution of 300 dpi at 100% size.
- The combined ink density of CMYK colours should not exceed 300%.
- Do not apply trapping to PDF files.

### Proofs

- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proof must be generated from the same PDF file that is supplied for publishing.

### Supplied Material For Ad Design Services

- Up to 1/4 page ads: image size minimum 6" x 4" at 300 dpi.
- Half-page and full-page ads: image size minimum 8" x 10" at 300 dpi.
- Text in digital format.

### Web Ready Files

- Web optimized files (JPG, GIF, PNG), maximum file size 100 KB.
- Include 1 pixel border.

### Delivery Information

- EMAIL** traffic@tanneryoung.com up to 10 MB
- HIGHTAIL** hightail.com/u/Tanner-Young-Publishing-Group
- COURIER** Tanner Young Publishing Group  
#1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada