

Edmonton

CITY GUIDE

MEDIA KIT 2019



Your guide
to local
dining

100-plus
festivals
and events

Indigenous
arts and
history

Attractions in
and around
Edmonton



In your *Edmonton City Guide 2018* you included on page 12 coverage of Aboriginal art written by Tamara Aschenbrenner. I was very interested to see that. Being in Edmonton for two days I decided that the Bearclaw Gallery, noted in the article, would be my first choice to go to.

Bearclaw Gallery was wonderful! Had it not been for your articles I would never have known about it and would have missed a very special experience. Thank you.

— Dinah



We have done everything that is in your *Guide* except one thing. I have 2 copies of your book — I rip one up and use it and then the second copy I keep intact to use to plan for when I come back next year.

This is the best tourism publication in the city — bar none. We will look for it again next year!"

— Marguerite, Vancouver, BC

TANNER YOUNG
PUBLISHING GROUP

A Visitor's Guide to the Capital City

Since 1990, the *Edmonton City Guide* (formerly *The Edmonton Visitors Guide*) has been a respected and sought-after guide to our City. It has provided a powerful venue for our advertisers to showcase their unique offerings to this valuable and lucrative travel and tourism market.

Our distribution channels have been refined every year, giving our advertisers the comfort of knowing their message is being seen by The RIGHT People at the RIGHT Time.



The *Edmonton City Guide* is a convenient resource tool designed and written for travellers but also sought after by locals.

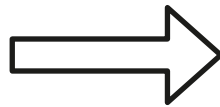
Content includes:

- Accommodations
- Arts & Culture
- Attractions
- Dining
- Event Calendars
- First Nations
- Greater Edmonton
- History of Edmonton
- Neighbourhoods
- Nightlife
- Maps
- Relocation
- Shopping
- Sports & Recreation
- Transportation / Airport Information
- Visitor Information

Promote Your Business to Edmonton's Visitor Market

Over **7.2 million** visitors spent over **\$1.8 billion** annually in Edmonton

Over **3 million** of these visitors stayed overnight



That's **4 overnight guests** for every Edmontonian

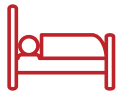
VISITOR SPENDING



\$525 Million +



\$363 Million +



\$285 Million +



\$90 Million +

CULTURAL & ENTERTAINMENT ACTIVITIES WHILE ON TRIP

- 63%** attended festivals or fairs
- 44%** visited historic site
- 38%** attended live theatre
- 38%** visited museums
- 35%** visited art galleries

THESE VISITORS ARE HERE FOR

- > Business
- > Visiting Friends & Relatives
- > Meetings & Conventions
- > Leisure
- > Destination Shopping
- > Services

Distribution

75,000 copies

The *Edmonton City Guide* offers pre-destination and in-market distribution in over 400 locations. Primary distribution targets regional and In-Alberta markets.

- Select Edmonton & Area Hotels
- Select Retail & Shopping Centre Information Desks
- Edmonton International Airport Visitor Information Centre
- Shaw Conference Centre
- Edmonton City Hall
- Visitor Information Centres Throughout Alberta
- AMA Throughout Alberta
- Select AAA Offices in the USA
- Mailed to Meeting & Convention Organizers on Request



A digital version of the *Guide* with links from your ad is available on infoedmonton.com

Sources: TAMS, Canadian Travellers to Alberta Domestic Tourism in Edmonton and Area Tourism Region 2016

Rates

DISPLAY ADS	
Back Cover	
Inside Covers	
Double Page Spread	
Full Page	
2/3 Page Vertical Bleed	
2/3 Page Vertical	
1/2 Page Horizontal	
1/3 Page Vertical Bleed	
1/3 Page Square	
1/4 Page Vertical	
1/6 Page Vertical	
1/8 Page Horizontal	
ACCOMMODATION GRID	
Listing *	

For rates, please
call **780-465-3362** or email
sales@tanneryoung.com

* Included with 1/4 and 1/8 display ad

Deadlines

GUARANTEED POSITION RENEWAL	NEW BOOKING	MATERIAL	STREET
Dec 14, 2018	Jan 31, 2019	Feb 8	Mar 19

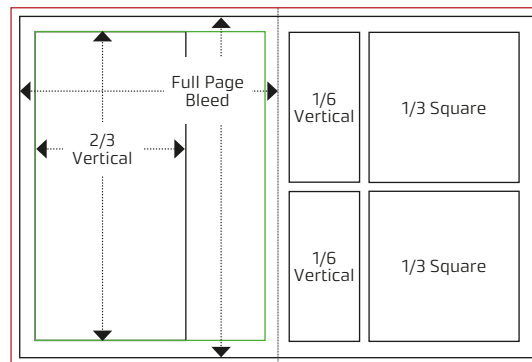
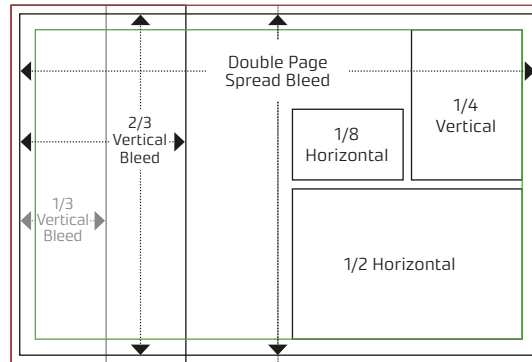
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Tanner Young Publishing Group
 #1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada
 780-465-3362 | tanneryoung.com

Print 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
Double Page Spread Bleed	16.25" x 10.75" Trim 16.75" x 11.25" Bleed 15.25" x 9.75" Live Area
2/3 Page Vertical Bleed	5" x 10.75" Trim 5.5" x 11.25" Bleed 4.5" x 9.75" Live Area
2/3 Page Vertical	4.625" x 9.875"
1/2 Page Horizontal	7.125" x 4.875"
1/3 Page Vertical Bleed	2.75" x 10.75" Trim 3.25" x 11.25" Bleed 2.25" x 10.25" Live Area
1/3 Page Square	4.625" x 4.875"
1/4 Page Vertical	2.4375" x 4.875"
1/6 Page Vertical	2.25" x 4.875"
1/8 Page Horizontal	3.4375" x 2.375"



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. This can be done using the bleed settings in your software program. 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

Distribution* TOTAL NUMBER OF DISTRIBUTION OUTLETS: 397

* Subject to change

Edmonton & Area 36%

- Alberta Aviation Museum
- Alberta Craft Council
- Algonquin Motor Lodge
- AMA - For provincial distribution
- Argyll Plaza Hotel
- Artisan Resto Café
- Best Western Cedar Park Inn
- Best Western PLUS City Centre Inn
- Best Western PLUS Denham Inn & Suites Leduc
- Best Western PLUS South Edmonton Inn & Suites
- Best Western Plus The Inn at St. Albert
- Best Western PLUS Westwood Inn
- Best Western Sunrise Inn & Suites Stony Plain
- Camp'n Class RV Park
- Campus Tower Suite Hotel
- Canterra Suites Executive Hotel
- Century Casino & Hotel
- Chateau Lacombe
- Chateau Louis Hotel & Conference Centre
- Chateau Motel
- Chateau Nova Hotel & Suites Downtown
- Cheesecake Café
- City Hall-Newcomer & Citizen Welcome Centre
- Coast Edmonton Plaza Hotel
- Coliseum Inn
- Comfort Inn & Suites Downtown
- Comfort Inn West Edmonton
- Commercial Hotel/Blues on Whyte
- Continental Inn & Suites West
- Courtyard by Marriott Downtown
- Courtyard by Marriott Edmonton West
- Crystal Star Inn Edmonton International Airport
- Dawn's Bra-Tique
- Days Inn - Edmonton Downtown
- Days Inn Edmonton South
- Days Inn & Suites West Edmonton
- Delta Edmonton Centre Suite Hotel
- Delta Edmonton South Hotel & Conference Centre
- Devonian Botanic Garden
- Doan's Restaurant
- DoubleTree by Hilton West Edmonton
- Dow Centennial Centre
- Eastglen Inn
- Econo Lodge South
- Edmonton International Airport
- Edmonton Marriott at River Cree
- Edmonton Taxi Service Group
- Elk Island Park
- Executive Hotel Alexandra
- Executive Royal Inn Hotel & Conference Centre
- Executive Royal Inn West Edmonton
- Fairmont Hotel Macdonald & Fantasyland Hotel
- Four Points by Sheraton South
- Franklin's Inn Sherwood Park
- Grand Hotel
- Hampton Inn & Suites Leduc
- Hampton Inn by Hilton Fort Saskatchewan
- Hawkeli Fine Indian Cuisine
- Hilton Garden Inn West Edmonton
- Holiday Inn Conference Centre Hotel Sherwood Park
- Holiday Inn Conference Centre Edmonton South
- Holiday Inn Express - Downtown
- Holiday Inn Express & Suites Edmonton North
- Holiday Inn Express & Suites Edmonton South
- Holiday Inn Express Hotel & Suites West
- Holiday Inn Express Nisku
- Holiday Inn Hotel & Suites & Conference Centre Nisku
- Howard Johnson West
- Hubbles Lake RV Resort
- Intact Bldg - Concierge Desk
- Jockey Motel
- Jurassic Forest
- Kanata Inns Fort Saskatchewan
- Key West Inn
- Kingsway District Association
- Lakeview Inns & Suites Fort Saskatchewan
- Leduc #1 Discovery Centre
- Leduc & District Chamber of Commerce
- MacEwan University
- MainStay Suites
- Matrix Hotel
- Metterra Hotel on Whyte

- Mikado
- Mikado South
- Mikado West
- Mother's Market
- Muttart Conservatory
- New Asian Village
- New Asian Village South
- New Asian Village West
- Nisku Inn & Conference Centre Edmonton Airport
- Northlands Park
- Old Strathcona Business Association
- Park Avenue Inn Fort Saskatchewan
- Quality Inn International Airport
- Quality Inn West Edmonton
- Radisson Hotel & Convention Centre
- Radisson Hotel Edmonton South
- Ramada Hotel & Conference Centre Downtown
- Ramada Hotel Sherwood Park
- Ramada Inn South
- Ramada Stony Plain Inn & Suites
- Roadking Super 8
- Rosslyn Inn & Suites
- Sandman Hotel West Edmonton
- Sandman Signature Hotel
- Sands Hotel & Conference Centre
- Sawridge Inn & Conference Centre
- Sleep Inn Motel St. Albert
- Spruce Grove & District Chamber of Commerce
- Spruce Grove Visitor Information Centre
- St. Albert Inn
- St. Albert Visitor Information Centre
- Stony Plain Motel 6
- Stony Plain Visitor Information Centre
- Super 8 Hotel Fort Saskatchewan
- Super 8 Hotel South
- Super 8 Motel Edmonton International Airport
- Super 8 Motel Edmonton West
- Supply Sergeant
- Sutton Place Hotel Edmonton
- TELUS World of Science
- TIX on the Square
- Travelodge Edmonton International Airport
- Travelodge Edmonton South
- Travelodge Edmonton South
- Travelodge Edmonton South

- Travelodge Inn & Suites Spruce Grove
- Travelodge Stony Plain Hotel
- Union Bank Inn
- Varscona Hotel on Whyte
- Vegreville Visitor Information Centre
- Visitor Services- AB Legislature
- West Edmonton Coin & Stamp
- West Edmonton Mall Inn
- Western Budget Motel #1
- Western Budget Motel #2
- Western Budget Motel Inns & Suites
- Westin Hotel Edmonton
- Whitemud Inn
- Wingate Inn By Wyndham West
- Yellowhead Motor Inn

Alberta 35%

- Barrheller Visitor Information Centre
- Bashaw Visitor Information Centre
- Battlefords Chamber of Commerce
- Black Diamond Hotel
- Black Diamond Mary's Classic Soda & Confectionary
- Blairmore Lost Lemon Campground
- Blairmore Mac's Convenience Store
- Bonnyville Visitor Information Centre
- Bow Island Visitor Information Centre
- Brooks & District Chamber of Commerce
- Brooks Westbrook Motel RV Park
- Calgary Airport
- Calgary Caloway Park
- Camrose CAA
- Camrose Chamber of Commerce
- Canmore Spring Creek RV
- Canmore Visitor Information Centre
- Cardston Athens Restaurant
- Cardston Dave's Ice Cream Shoppe
- Cardston Flamingo Motel
- Cardston South Country Inn
- Caroline Campground
- Caroline Clear Springs Campground
- Caroline Kountry Aire Campground
- Carstairs Visitor Information Centre
- Chestermere East Lake Campground
- Claresholm Best 7 Inn
- Claresholm Casa Roma Restaurant
- Claresholm Fas Gas
- Cochrane Triple Diamond RV Park & Campground
- Cold Lake Visitor Information Centre
- Coleman Esso
- Coleman Rum Runner Restaurant
- Coleman Vitos Restaurant
- Consort Visitor Information Centre
- Cowley Back Country Outhouse Restaurant
- Crowsnest Pass Visitor Information Centre
- Drayton Valley & District Chamber of Commerce
- Drumheller Chamber of Commerce
- Drumheller Handhills Campground
- Drumheller River Grove Campground & Cabins
- Eaglesham Lakeside Golf & Country Club
- Edson Chamber of Commerce
- Edson East of Edson RV Resort
- Foremost Visitor Information Centre
- Fort Macleod Cavallos Restaurant
- Fort Macleod Museum
- Fort Macleod Ogloo Drive Inn
- Fort McMurray CAA
- Fort McMurray Chamber of Commerce
- Grande Prairie Camp Tamarack
- Grande Prairie CAA
- Grande Prairie County No. 1 Country Roads Campground
- Grande Prairie Visitor Information Centre
- Hanna Best Western Campground
- Hanna Visitor Information Centre
- High Level Aspen Ridge Campground
- High Level Best Canadian Campground
- High Prairie Visitor Information Centre
- Hinton & District Chamber of Commerce
- Hinton Best Canadian Campground
- Innisfail Dickson Leisure Campground
- Kananaskis Sundance Lodges

FIRST IMPRESSIONS MATTER

THE **RIGHT MESSAGE** • IN THE **RIGHT PLACE** • AT THE **RIGHT TIME**

How will you make your first impression?

- Kimiwan Visitor Information Centre
- Lac St. Anne County Kildeer Beach Resort
- Lacombe Visitor Information Centre
- Lamont Campground
- Lethbridge Canada Superlodge Motel
- Lethbridge CAA
- Lethbridge Smokehouse Restaurant
- Lloydminster Chamber of Commerce
- Longview Bluesky Motel
- Longview Fas Gas
- Longview Honky Tonk Food Saloon
- Longview Twin Cities Hotel
- Longview Visitor Information Centre
- Lundbreck Obies General Store
- Mayerthorpe & District Chamber of Commerce
- Medicine Hat CAA
- Medicine Hat Chamber of Commerce
- Milk River Visitor Information Centre
- Millet Visitor Information Centre
- Mountainview Store
- Nampa Visitor Information Centre
- Nanton Esso
- Niton Visitor Information Centre
- Nordegg David Thompson Resort
- Oyen Visitor Information Centre
- Penhold Pine Lake Leisure Campground
- Pincher Creek & District Chamber of Commerce
- Pincher Creek Boston Pizza
- Pincher Creek Esso
- Pincher Creek Footfalls Motel
- Pincher Creek Heritage Inn
- Pincher Creek Parkway Motel
- Pincher Creek Ranchland Mall
- Pine Lake Green Acres Campground
- Ponoka Visitor Information Centre
- Red Deer CAA
- Redwater Visitor Information Centre
- Rimbey Visitor Information Centre
- Sangudo Visitor Information Centre
- Seba Beach Kokanee Springs RV Resort

- Slave Lake Big Fish Campground
- Slave Lake Visitor Information Centre
- Spring Lake RV Resort
- St. Paul Visitor Information Centre
- Strathmore Eagle Lake
- Swan Hills Visitor Information Centre
- Taber Visitor Information Centre
- Tiger Lily Thunder Lake Provincial Park
- Town of Didsbury Chamber of Commerce
- Town of Smokey Lake Visitor Information Centre
- Trochu Visitor Information Centre
- Turner Valley Chuckwagon Restaurant
- Turner Valley Coyote Moon Coffee House
- Turner Valley Millarville Market
- Two Hills Visitor Information Centre
- Vegreville Ukrainian Cultural Heritage Village
- Vermilion Hidden Lake Campground
- Viina Visitor Information Centre
- Walsh Visitor Information Centre
- Westlock Visitor Information Centre
- Waterton Springs Campground
- Wetaskiwin Chamber of Commerce
- Wetaskiwin Lions RV Campground
- Wetaskiwin Prairie Breeze Inn, RV & Camping
- Wetaskiwin Reynolds Alberta Museum
- Willingdon Visitor Information Centre

- Fernie Best Western
- Fernie Boston Pizza
- Fernie Bridge Café
- Fernie Mugshots Bistro
- Fernie Red Tree Lodge
- Fernie Stanford Inn
- Field Visitor Information Centre
- Fort Steele Heritage Town
- Jaffray First Perik Coffee
- Jaffray Gas Plus
- Jaffray Pub
- Jaffray Restaurant
- Kamloops CAA
- Kelowna CAA
- Kimberley Bootleg Gap Resort
- Kimberley Northstar Mountain Village
- Langley CAA
- Nanaimo CAA
- Nelson CAA
- New Westminster CAA
- North Vancouver CAA
- Pentiction CAA
- Prince George CAA
- Richmond CAA
- Surrey CAA
- Vancouver CAA
- Vernon CAA
- Victoria CAA
- West Vancouver CAA

- Saskatoon Comfort Inn
- Saskatoon Confederation Inn
- Saskatoon Country Inn & Suites
- Saskatoon Days Inn
- Saskatoon Delta Beesborough
- Saskatoon Heritage Inn
- Saskatoon Holiday Inn Express
- Saskatoon Howard Johnson
- Saskatoon Inn
- Saskatoon Quality Hotel
- Saskatoon Radisson Hotel
- Saskatoon Ramada Hotel
- Saskatoon Sandman Hotel Cavalier
- Saskatoon Sheraton Inn
- Swift Current CAA
- Weyburn CAA
- Yorkton CAA

Manitoba 1%

- Altona CAA
- Brandon CAA
- Winnipeg CAA

USA 8%

- Bend AAA
- Billings AAA
- Bremerton AAA
- Cheryenne AAA
- Coos Bay AAA
- Corvallis AAA
- Coure D'Alene AAA
- Eugene AAA
- Everett AAA
- Great Falls AAA
- Helena AAA
- Idaho Falls AAA
- Kalispell AAA
- Kennewick AAA
- Lake Oswego AAA
- Lakeview AAA
- Lynnwood AAA
- Medford AAA
- Missoula AAA
- Olympia AAA
- Portland AAA
- Renton AAA
- Roseburg AAA
- Salem AAA
- Spokane AAA
- Tacoma AAA
- Twin Falls AAA
- Warrenton AAA
- Wenatchee AAA
- Yakima AAA

Saskatchewan 10%

- Estevan CAA
- Lloydminster Visitor Information Centre
- Moose Jaw CAA
- North Battleford CAA
- Prince Albert CAA
- Regina Inn Hotel
- Regina Best Western Seven Oaks Inn
- Regina CAA
- Regina Comfort Inn
- Regina Country Inn & Suites
- Regina Days Inn
- Regina Delta
- Regina East
- Regina Holiday Inn Express
- Regina Howard Johnson Inn
- Regina Quality Hotel
- Regina Radisson Plaza Hotel
- Regina Ramada Hotel
- Regina Super 8 Motel
- Regina Travelodge
- Regina Travelodge
- Saskatoon Best Western Inn & Suites
- Saskatoon CAA

British Columbia 10%

- Abbotsford CAA
- Burnaby CAA
- Chilliwack CAA
- Courtenay CAA
- Cranbrook ABC Family Restaurant
- Cranbrook Eastside Mario's
- Cranbrook Kootenay Inn
- Cranbrook Mount Baker Campground
- Delta CAA
- Elko Gas & Convenience
- Eugene's Resort