

2020 RATE CARD

Revelstoke
Mountaineer
magazine

For all enquiries, call Aaron Orlando at 250 814 8710

or email info@revelstokemountaineer.com

Revelstoke Mountaineer Communications Ltd. PO BOX 112,
606 Railway Avenue, Revelstoke, B.C. V0E 2S0.

1. Magazine

Why advertise with the *Revelstoke Mountaineer Magazine*?



Revelstoke Mountaineer Magazine shares the best of Revelstoke. We are Revelstoke's premiere print monthly featuring first-class content oriented towards residents, seasonal visitors and tourists. We tell authentic stories with great photography about the experiences, services and people that make Revelstoke amazing.

Our content highlights the best of our mountain playground's outdoor experiences, shopping, entertainment, dining, events, style, home services, professional services, and visitor experiences.

Each month, we deliver 3,000 full-colour, 10.5"x14.5" stapled & trimmed magazines to over 200 locations across Revelstoke, including hotels, motels, accommodation providers, restaurants, cafés, shops, public spaces, community venues, and more.

In addition, our print issue is available online at revelstokemountaineer.com, with all ads appearing just like the print issue.

2. Web display ads

Why advertise on *revelstokemountaineer.com*?



Revelstoke Mountaineer (revelstokemountaineer.com) is Revelstoke's home for journalism-based multimedia stories about people, news, lifestyles, outdoors, entertainment and more. Every day, we create stories that matter to the community, and share them across our social media platforms.

Key facts

- Youthful demographic: 61% of our users are 34 and under, 76% are

44 and under. Source: Google Analytics, January 2020

- Facebook: 5,177 page followers, January 2020
- 33,000 unique monthly users on revelstokemountaineer.com. Source: Google Analytics, December 2019

1. Magazine

FULL PAGE \$699


FULL PAGE BLEED
Trim Size: 10.5" x 14.5
Bleed: 0.25"
Bleed Size: 10.75" x 15"

FULL PAGE NO BLEED
9.5" x 13.5"

1/2 PAGE \$369

VERTICAL
4.67" x 13.5"


HORIZONTAL
9.5" x 6.67"



1/4 PAGE 189

VERTICAL
6.67" x 4.67"


HORIZONTAL
3.25" x 9.5"



1/8 PAGE \$129

VERTICAL:
2.25" x 6.67"

HORIZONTAL:
4.67" x 3.25"



DISCOUNTS

SAVE 5%
for 2 consecutive issues

SAVE 10%
for 3 consecutive issues

SAVE 10%
for Non-Profit
Organizations

MORE OPTIONS

IRREGULAR SIZED AD
Price based on area % of full
page rate of \$699, \$129 min.

GLOSSY PAGES
Pages 2, 3, & last 4 pages +25%

INSIDE COVER, BACK COVER
Ask about availability.

Notes

Prices do not include GST. Full payment due 15 days from invoicing. Prices & policies subject to change. Rates include free graphic design, maximum 1 hour per ad. \$25 per hour for additional graphic design.

All in-house graphics & ad designs are the property of The *Revelstoke Mountaineer Magazine*. No reproduction permitted approval of the *Revelstoke Mountaineer*. Licensing fees may apply.

Technicals

Print ads: 300dpi high res PDF preferred, full bleed accepted.
Web ads: .jpg or .png files under 500kb in size.

Deadline

Completed ads are due every 15th of the month, or the following Monday if the 15th is on the weekend. Content for in-house ads is due 72 hours before the 15th at the latest.

Guarantee your story gets into the *Revelstoke Mountaineer Magazine*

Do you have a story about a business, service, event, or product you want to market to Revelstoke? The *RMM* offers sponsored content stories on a paid basis. Our staff and/or freelance

writers and photographers work with you to create the perfect story to get your message across directly. Ask us about our affordable rates. Availability is limited, restrictions apply.

2. Web display ads

Our business model provides effective, low-cost advertising solutions based on verifiable data. We provide you with detailed information on how many times your ads are viewed each day.

Our ad size is a 681X230 pixel horizontal box. We can design the ad for free, or your designer can provide it. Designers: Please provide .jpg or .png files under 500kb in size, 681X230 horizontal

200 VIEWS/DAY	100 VIEWS/DAY	50 VIEWS/DAY
\$149 / month for 12 months	\$99 / month for 12 months	\$79 / month for 12 months
\$169 / month for 6 months	\$119 / month for 6 months	\$99 / month for 6 months
\$189 / month for 3 months	\$139 / month for 3 months	\$119 / month for 3 months
\$199 / month	\$149 / month	
\$79 per week	\$59 per week	

Examples



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Story-based web ads starting at \$59

The *Revelstoke Mountaineer* works with our clients to create story-based advertising that connects with our readers. Your advertisement appears as a 'sponsored' story on the *Revelstoke Mountaineer* website. The price is \$59 per story if you provide the completed story, including a photo. If you want

us to create the story, we bill at \$60 per hour for story creation, photography, videography, writing, audio recording, et cetera. We work together and agree on the final price before we start. Everything we create becomes yours to use freely on your social media channels.