

# 2022 RATE CARD

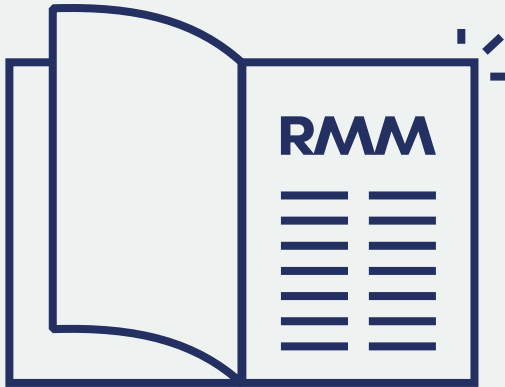
Revelstoke  
**Mountaineer**  
magazine

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For all enquiries, call Aaron Orlando at 250 814 8710  
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Revelstoke Mountaineer Communications Ltd. PO BOX 112,  
606 Railway Avenue Revelstoke, B.C V0E 2S0.

# 1. Magazine



## Why advertise with the Revelstoke Mountaineer Magazine?

The 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*?

The 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, 77% are 44 and under.  
Source: Google Analytics, December 2020
- Facebook: 5,505 page followers, December 2020
- 33,397 unique monthly users on *revelstokemountaineer.com*.  
Source: Google Analytics, November 2020

# 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 are permitted without the written approval of the Revelstoke Mountaineer Magazine. 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, etcetera. We work together and agree on the final price before we start working. Everything we create becomes yours to use freely on your social media channels.