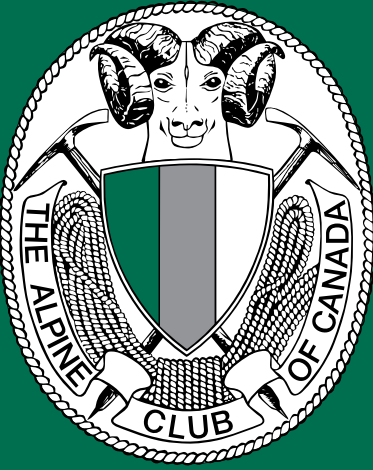


# The Alpine Club of Canada

## Advertising Rate Card



# Gazette

Effective: January 2012

### Editorial Profile

The Alpine Club is Canada's national mountain organisation and our full colour Gazette magazine has an extensive audience across our country, throughout the U.S. and overseas. Together with notices, information and reports on special events, subjects of interest and programs offered, the Gazette provides an up-to-date resource for club members and others interested in mountaineering and climbing. Material is carefully selected to represent the wide range of interests and concerns of our membership and the mountaineering community.

### Frequency and Circulation

The Gazette is published three times per year; early March, July and November. Circulation is to over 9,200 members and associate organisations.



### ACC Membership Demographics

The Gazette offers the advertiser a unique opportunity to reach a tightly focused demographic group of active consumers with proven spending patterns. We have compiled the following demographic profile of The Alpine Club of Canada to assist in determining your advertising requirements.

#### Total Membership 9,200

Females . . . . . 33%  
Males . . . . . 67%

#### Age Groupings

<18 . . . . . 3%      35-44 . . . 29%  
18-24 . . . . . 11%    45-64 . . . 28%  
25-34 . . . . . 24%    65 + . . . . 5%

#### Membership Regions

British Columbia . . . . . 20%  
Alberta . . . . . 32%  
Saskatchewan . . . . . 3%  
Manitoba . . . . . 5%  
Ontario . . . . . 20%  
Quebec . . . . . 10%  
USA / International . . 10%

### Payment

Credit card information is required when booking your advertising space. Your credit card will be charged upon publication of each newsletter. Corporate Members may choose to be invoiced upon publication of each newsletter; terms are Net 30 days. No cancellations will be accepted after submission deadlines.

### Ad Rates

	Cost Per Issue*		
	1X	2X	3X
Back Cover . . . . .	\$1575	\$1315	\$1095
Front Inside Cover . . . . .	\$1435	\$1195	\$995
Back Inside Cover . . . . .	\$1285	\$1075	\$895
Full page . . . . .	\$1145	\$965	\$795
Two page spread . . . . .	\$1845	\$1535	\$1295
2/3 page . . . . .	\$850	\$725	\$595
1/2 page . . . . .	\$695	\$590	\$495
1/3 page . . . . .	\$495	\$415	\$350
1/4 page banner . . . . .	\$360	\$295	\$250
1/6 page . . . . .	\$260	\$220	\$185
1/12 page . . . . .	\$155	\$130	\$110

Classified Ad: \$25 plus \$1 per word.

\*Canadian advertisers: add GST, PST or HST to rates shown.

### Inquiries

All advertising space availability inquiries should be directed to:

**Suzan Chamney,**  
**Publications Manager**  
The Alpine Club of Canada  
P.O. Box 8040  
Canmore, AB T1W 2T8  
ads@alpineclubofcanada.ca