

Gazette



Alpine Club of Canada | Club Alpin du Canada

Effective: January 2017

ADVERTISING RATE CARD

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.

ACC Membership Demographics

The ACC has approximately 10,000 members in 22 regional sections across Canada, from coast to coast to coast. The majority of members are affluent outdoor enthusiasts between the ages of 25 – 44 with post-secondary education. The Gazette offers its advertisers a unique opportunity to reach a tightly focussed demographic group of active consumers with proven spending patterns. We have compiled the following demographic profile of Alpine Club of Canada members to assist in determining your advertising requirements.

Total Membership ~10,000

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%
Central Canada 8%
Ontario 20%
Quebec 10%
Northern Canada 1%
Maritimes 2%
USA / International . . . 10%

Frequency and Circulation

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

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.

Inquiries

Please direct your advertising inquiries to:

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

Ad Rates

Cost Per Issue*

| | <u>1X</u> | <u>2X</u> | <u>3X</u> |
|--|-----------|-----------|-----------|
| Centrefold two-page Spread | \$2600 | \$2160 | \$1800 |
| Two-page Spread | \$2225 | \$1860 | \$1550 |
| Back Cover. | \$1650 | \$1385 | \$1150 |
| Front Inside Cover. | \$1500 | \$1250 | \$1050 |
| Back Inside Cover | \$1350 | \$1130 | \$950 |
| Full page | \$1200 | \$1000 | \$850 |
| 1/2 page - FULL BLEED | \$795 | \$680 | \$570 |
| 1/2 page | \$730 | \$620 | \$520 |
| 1/3 page - FULL BLEED | \$570 | \$480 | \$410 |
| 1/3 page | \$520 | \$435 | \$370 |
| 1/4 page banner | \$385 | \$310 | \$265 |
| 1/6 page | \$275 | \$230 | \$195 |
| 1/12 page | \$165 | \$140 | \$120 |

Classified Ad: \$30 plus \$1 per word.

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

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AD SPECIFICATIONS SHEET

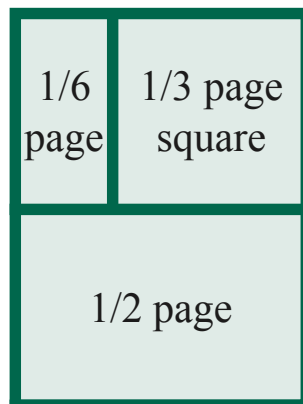
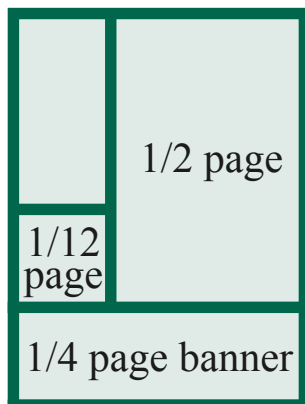
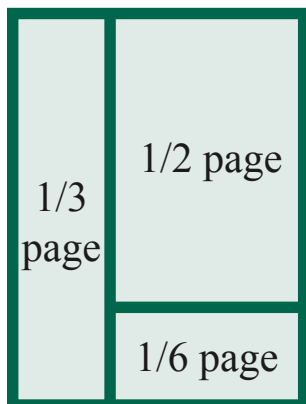
Graphic Specifications

- All advertising must be submitted as “camera-ready” digital format artwork.
- Ads must be prepared using CMYK values only.
- Advertising art should be prepared as placeable .eps .tif or .jpg files or as PDF/X-1a files.
- Images should be a minimum of 300 dpi at finished size and converted to CMYK.
- Fonts should be converted to outlines or curves in .eps format and embedded in PDFs.
- Name your file with your company name or product.
- Ad files may be submitted either by e-mail (10 MB or less) to ads@alpineclubofcanada.ca, Dropbox, or via our FTP site—please request FTP details if required.
- The Alpine Club of Canada will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here.

Ad Sizes

| | Width | | Height |
|--|-------|---|--------------------------|
| Back Cover* | 8.38" | x | 10.88" (final trim size) |
| Front / Back Inside Cover* | 8.38" | x | 10.88" (final trim size) |
| Full page* | 8.38" | x | 10.88" (final trim size) |
| 1/2 page horizontal - FULL BLEED* | 8.38" | x | 5.3" (final trim size) |
| 1/2 page horizontal | 7.5" | x | 4.85" |
| 1/2 page vertical | 4.92" | x | 7.4" |
| 1/3 page vertical - FULL BLEED* | 2.83" | x | 10.88" (final trim size) |
| 1/3 page vertical | 2.33" | x | 9.93" |
| 1/3 page square | 4.92" | x | 4.85" |
| 1/4 page banner | 7.5" | x | 2.3" |
| 1/6 page vertical | 2.33" | x | 4.85" |
| 1/6 page horizontal | 4.92" | x | 2.3" |
| 1/12 page square | 2.33" | x | 2.3" |

***Full bleed ads:** Please add 0.125" bleed all the way around the final trim size artwork and keep live images and type a minimum of 0.125" inside the final trim size. Please email for clarification if required.



Creative Services

Rates for professional ad design and production are available by request.

Artwork deadlines

Deadlines for submitting artwork for each issue are:

- February 1st for the Spring (March) issue
- June 1st for the Summer (July) issue
- October 1st for the Winter (November) issue

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