

YOUR OFFICIAL Alberta ACCOMMODATION GUIDE



2005 ADVERTISING RATES

Independent surveys confirm that business and vacationing travellers select Provincial Guides three times more often than any other advertising medium as their number one reference choice.

The Alberta Accommodation Guide lists over 690 approved Hotels & Motels and has more than 450 listings of alternate accommodations including Bed & Breakfasts, Guest Ranches, Lodges etc.

Over 400,000 copies of the Alberta Accommodation Guide are printed each year. With an estimated extended readership of more than 1,000,000 people worldwide, this is exposure you can't afford to miss.

Here's something to think about: According to the research done by Phone Directories, placing a display ad in a listings style directory can increase the chances of you being noticed by more than thirteen times. Add colour to your ad and you multiply your chances again by 4. That's 52 times the effectiveness of a basic listing!

There are few guarantees in life and that's especially true when it comes to advertising. If you're going to advertise, why not do it with the leader... and while you're at it why don't you increase your odds of winning?

DEADLINES

The Alberta Accommodation Guide is published annually and is ready for distribution at the beginning of each year. Advertisers should act as soon as possible to receive the best possible positioning. **Covers & Prime Positions must be confirmed by June 30, 2004. All advertising must be booked by September 15, 2004. Ad materials deadline September 30, 2004.**

PRINT SPECIFICATIONS

(all sizes are in inches - width by depth)

Printed	- Web	Text 2	- Newsprint
Trim Size	- 8 X 10 1/2		- Full Colour 4/4
Cover	- 70 lb. Coated Gloss		- 85-100LPI
	- Full Colour 4/4	Binding	- Saddle Stitch
	- 133LPI		
Text 1	- Gloss		
	- Full Colour 4/4		
	- 120 - 133LPI		

CIRCULATION & DISTRIBUTION

Mailed or delivered locally, nationally and internationally through tourist zones, travel agents, AMA, Chambers of Commerce, Federal and Provincial parks, conventions, tourism events and government outlets. Approximately half of the Guide's distribution stays in Alberta, while the other half is distributed abroad based on tourist request and tourism industry research.

MATERIAL REQUIREMENTS

All Ads must be supplied in a digital format. The preferred format is Adobe Indesign Quark Express 4.0 (or below) for the MAC. Files may be submitted on disc or sent via email. A composite colour proof must accompany the ad file.

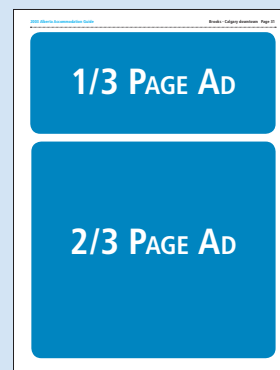
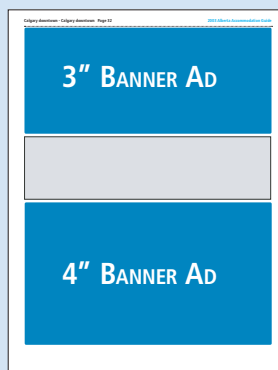
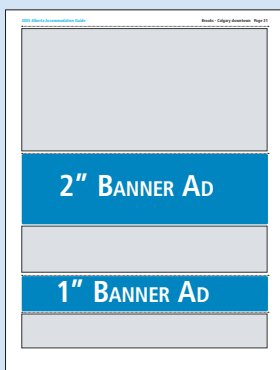
ADVERTISING PRODUCTION CHARGE

Additional charges will be applied if production work is required.



To place your ad, or
for more info, please contact:

Jim Wooley
Alberta Hotel & Lodging Association
#401, Centre 104, 5241 Calgary Trail,
Edmonton, Alberta T6H 5G8
Tel: (780) 436-6112 Fax: (780) 436-5404
e-mail: jwooley@ahla.ca



LISTING ENHANCEMENT RATES

Yellow Highlight	\$ 147.00
Logo	\$ 649.00
Photo	\$ 649.00

- Map & Special Pages - Full Colour

News - Map Spot	\$598.00
Gloss - Map Spot	\$875.00
Value Vouchers	\$736.00

DISPLAY ADVERTISING RATES

- Gloss Pages -	Full Colour		
Outside Back Cover	\$27,680.00	2/3 page	\$9,998.00
Inside Front Cover	\$22,533.00	1/2 page	\$7,099.00
Inside Back Cover	\$21,169.00	1/3 page	\$5,449.00
Facing Inside Front Cover	\$15,478.00	1/4 page	\$3,903.00
Facing Inside Back Cover	\$14,189.00	1/6 page	\$3,185.00
Full Page	\$12,899.00	1/8 page	\$2,470.00

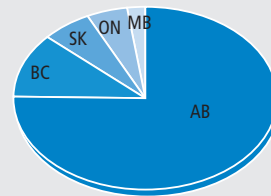
- At Listings -	B/W	B + 1 Colour	Full Colour
Full Page	\$7,399.00	\$8,135.00	\$8,868.00
4" Banner	\$4,313.00	\$4,853.00	\$5,395.00
3" Banner	\$3,478.00	\$3,949.00	\$4,413.00
2" Banner	\$2,645.00	\$3,040.00	\$3,435.00
1" Banner	\$1,493.00	\$1,795.00	\$2,089.00

- At Articles -	B/W	B + 1 Colour	Full Colour
Full Page	\$8,139.00	\$8,875.00	\$9,610.00
2/3 page	\$6,445.00	\$7,081.00	\$7,721.00
1/2 page	\$4,746.00	\$5,287.00	\$5,830.00
1/3 page	\$3,827.00	\$4,295.00	\$4,763.00
1/4 page	\$2,908.00	\$3,300.00	\$3,698.00
1/6 page	\$2,278.00	\$2,627.00	\$2,976.00
1/8 page	\$1,645.00	\$1,941.00	\$2,239.00

DISTRIBUTION INFORMATION

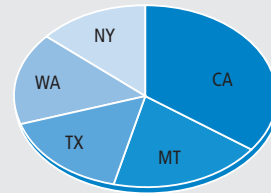
400,000 copies of the 2003 Alberta Accommodation Guides were distributed in all Canadian Provinces and Territories, all 52 States and 110 Countries around the world.

TOP FIVE PROVINCES



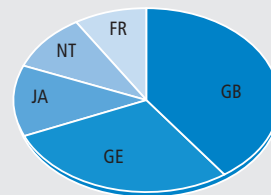
74%	Alberta
11%	British Columbia
6%	Saskatchewan
5%	Ontario
2%	Manitoba

TOP FIVE STATES



13%	California
7%	Montana
6%	Texas
6%	Washington
5%	New York

TOP FIVE COUNTRIES (after Canada & the US)



32%	Great Britain
23%	Germany
10%	Japan
8%	Netherlands
7%	France

AD SIZES

1" Banner at Listing	7 x 1	2/3 Page horizontal	7 x 6 ^{1/4}
2" Banner at Listing	7 x 2	2/3 Page vertical	4 x 9 ^{1/2}
3" Banner at Listing	7 x 3	1/2 Page horizontal	7 x 4 ^{5/8}
4" Banner at Listing	7 x 4	1/2 Page vertical	3 ^{3/8} x 9 ^{1/2}
		1/3 Page column	2 ^{1/4} x 9 ^{1/2}
Full Page Live Area	7 x 9 ^{3/8}	1/3 Page horizontal	7 x 3
Full Page To Trim	8 x 10 ^{1/2}	1/3 Page square	4 ^{1/2} x 4 ^{5/8}
Full Page Bleed	8 ^{1/2} x 11	1/4 Page	3 ^{3/8} x 4 ^{5/8}
		1/6 Page horizontal	4 ^{1/2} x 2 ^{1/4}
Map Spots	2 x 1	1/6 Page vertical	2 ^{1/4} x 4 ^{5/8}
Vouchers	3 x 1		

Sizes are in inches, width by height

