



# THE INTERNATIONAL SELKIRK LOOP

## 2012 ADVERTISING OPPORTUNITIES

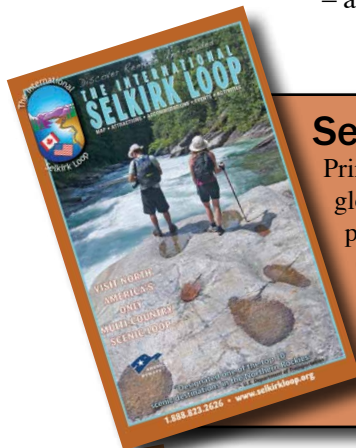
### Put the Selkirk Loop to work for your business

Want to deliver your business message to simply the most targeted market in our region – using the most cost-effective advertising vehicles anywhere?

No other publication, organization or marketing vehicle can present your business to the highly targeted market of visitors to the International Selkirk Loop. And these advertising opportunities are available only to ISL members – a prime benefit of your ISL membership.

#### Some facts about Selkirk Loop visitors

- 1 in 3 people who request information on the Loop convert to a visitor
- 83% of visitors indicate the Selkirk Loop information they requested influenced their decision to come
- The average Loop visitor spends \$207 to \$573 per day
- Average length of stay was 3.3 days; 40% stayed 4 or more days
- 64% are planning less than 2 weeks ahead



#### Selkirk Loop Travel Guide

Printed annually, our 64-page, 5.5"x8.5" color glossy travel guide is the most comprehensive print guide to the Loop.

**Circulation:** 30,000 copies

**Distribution:** Regional visitor centers, at 300+ locations around the Selkirk Loop, and by direct mail to all who request Loop information by phone or website.



#### Selkirk Loop Map

Also printed annually, our 24"x18" travel map is utilized as "the" roadmap for travelers' around the Loop.

**Circulation:** 80,000 copies

**Distribution:** At regional visitor centers and brochure racks, over 500+ locations within a days drive of the Loop, and also by direct mail to queries by phone or website.



#### Selkirk Loop website

Our website, [www.SelkirkLoop.org](http://www.SelkirkLoop.org), is one of the most heavily trafficked visitor and tourism sites on our region. Check out the newly designed town pages. **Traffic stats from June 2010 to June 2011:** 41,981 visits, 183,795 page views, 4.38 pages per visit, 73.77 % new visitors.

**Targeted ads:** Ads placed on pages of information specific to your town, region or activity.

#### 2012 Travel Guide Ad Rates

Ad Size - inches width x height	Rates US & CDN
Full outside back 5 1/4 x 8 1/4	\$2800
Full inside front or back cover	2500
Full inside 4 3/4 x 7 3/4	2100
1/2 page horz 4 3/4 x 3 3/4 • vert 2 3/8 x 7 3/4	1100
1/4 page horz 4 3/4 x 1 3/4 • vert 2 3/8 x 3 3/4	659
1/8 page 2 3/8 x 1 3/4	379
4-line listing	199

#### 2012 Map Ad Rates

Ad Size - inches w x h	Map side	Back side
Outside Back Cover	\$2900	
Full Panel 3 3/4 x 8 3/4	2600	\$2300
2/3 panel 3 3/4 x 5 5/8	1600	1300
1/2 panel 3 3/4 x 4 3/4	1300	1000
1/3 panel 3 3/4 x 2 3/4	900	795
1/4 panel 3 3/4 x 2 1/8	690	595
1/6 panel 3 3/4 x 1 3/8	510	429
100 word	n/a	360
50 word	n/a	199

#### Website Banner & Tile Ads (Effective to 6/1/2012)

Location	Monthly*	3 months**	6 months**
Town page	\$50	\$125	\$225
Home page	\$200	\$500	\$900
Map page	\$75	\$185	\$335

Ads rotate in position with one other advertiser. Ad design not included; ads must be provided to our specification. One-time fee for basic ad design, \$50. \*For monthly placement, there is a one-time \$25 setup fee \*\* NO setup fee for 3-month and 6-month contracts.



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2012 PUBLICATION AND CLOSING DATES			
Publication	Space reservations	Camera ready ad materials	Publication Date
TRAVEL GUIDE	Nov. 18, 2011	Dec. 2, 2011	Jan. 12, 2012
TRAVEL MAP	Jan. 20, 2012	Jan. 27, 2012	Feb. 17, 2012

## 2012 Travel Guide Ad Sizes

### FULL PAGE

PAGE SIZE 5.25 x 8.25  
live 4.75 x 7.75

BLEED .125 on 3 sides  
5.35 x 8.5

### HALF PAGE

Vertical  
SIZE 2.375 X 7.75

### QUARTER PAGE - Vertical

SIZE 2.375 X 3.75

### 1/8 PAGE

SIZE .375 X 1.75

### QUARTER PAGE - Horz

SIZE 4.75 X 1.75

### HALF PAGE

SIZE 4.75 X 3.75

## The Selkirk Loop Travel Guide

Printed annually, our 64-page, 5.5"x8.5" color glossy travel guide is the most comprehensive print guide to the Loop. Inside is a town by town review on activities and events in each area. In the back is a directory that provides contact information for all members.

**The Travel Guide** is now published also as a digital flip-page edition at [www.selkirkloop.org](http://www.selkirkloop.org). **Bonus for advertisers: Every display ad can be hot linked!**



## 2012 Map Ad Sizes

### FULL PANEL

SIZE 3.75 X 8.75

### 2/3 PANEL

SIZE 3.75 X 5.675

### 1/2 PANEL

SIZE 3.75 X 4.75

### 1/3 PANEL

SIZE 3.75 X 2.75

### 1/4 PANEL

SIZE 3.75 X 2.125

### 1/6 PANEL

SIZE 3.75 X 2.375

## The Selkirk Loop Map



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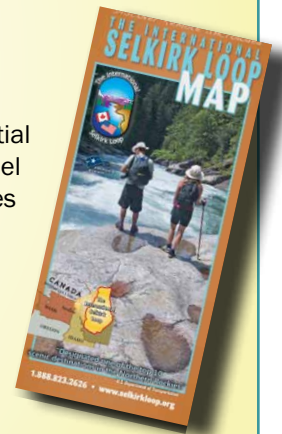
A full panel is 3.75" x 8.75"

Map side



Partial Panel Sizes

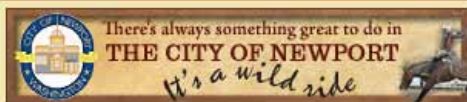
Back side



## The Selkirk Loop Website

Our website, [www.SelkirkLoop.org](http://www.SelkirkLoop.org), is one of the most heavily trafficked visitor and tourism sites on our region.

FRONT PAGE BANNER - 300 X 60 pixels



SECONDARY PAGE TILE AD 170 X 170 pixels

