



# THE INTERNATIONAL SELKIRK LOOP

## 2016 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, the 72-page, 5.5"x 8.5" color glossy travel guide is the most comprehensive print guide to the loop.

**Circulation:** 40,000 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.

#### 2016 Travel Guide Ad Rates

Ad Size - inches width x height	Rates US & CDN
Outside back cover 5 1/4 x 4 1/8	\$2,800
Full inside front or back cover	2,500
Full inside 4 3/4 x 7 3/4	2,100
1/2 page horz 4 3/4 x 3 3/4 • vert 2 3/8 x 7 3/4	1,100
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

#### Selkirk Loop Map

Also printed annually, the 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, 500+ locations within a day's drive of the loop, and also by direct mail to queries by phone or website.

#### 2016 Map Ad Rates

Ad Size - inches w x h	Map side	Back side
Outside Back Cover	\$2,900	
Full Panel 3 3/4 x 8 3/4	2,600	\$2,300
2/3 panel 3 3/4 x 5 5/8	1,600	1,300
1/2 panel 3 3/4 x 4 3/4	1,300	1,000
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

#### 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. **New Website Coming Soon!**

**Traffic stats from 2015:** 69,167 visits, 202,108 page views, 2.92 pages per visit, 78.5 % new visitors.

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

#### Website Banner & Tile Ads (Effective to 6/1/2015)

Location	Monthly	3 month	6 month	12 month
Town page	\$50	\$125	\$225	\$400
Home page	\$200	\$500	\$900	\$1700
Map page	\$75	\$ 185	\$335	\$635

Web ads rotate in position with one other advertiser. Ads must be provided to our specification. We can help design your ad at no extra cost. More extensive design available with our ad agency for an hourly \$75 fee.

**SAVE \$\$!**

Ask about our multiple ad discount when you advertise in at least two venues.

International Selkirk Loop • [www.selkirkloop.org](http://www.selkirkloop.org) • [info@selkirkloop.org](mailto:info@selkirkloop.org)  
 In US: PO Box 920 • Bonners Ferry, ID 83805  
 In Canada: PO Box 2079, Creston, BC V0B 1G0  
 Tel: (888) 823-2626 tel/Fax: (208) 267-0822

# THE INTERNATIONAL SELKIRK LOOP

2016 PUBLICATION AND CLOSING DATES			
Publication	Space reservations	Camera ready ad materials	Publication Date
TRAVEL GUIDE	Oct. 18, 2015	Nov. 2, 2015	Dec. 10, 2015
TRAVEL MAP	Nov. 20, 2015	Dec. 10, 2015	Jan. 10, 2016

## 2015 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  
2.375 X 1.75

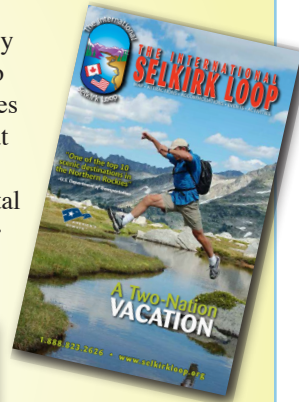
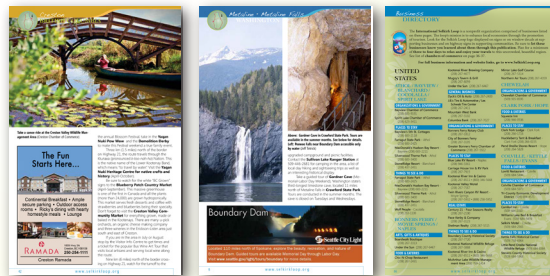
QUARTER PAGE - Horz  
SIZE 4.75 X 1.75

HALF PAGE  
SIZE 4.75 X 3.75

## The Selkirk Loop Travel Guide

Printed annually, the 72-page, 5.5" x 8.5" 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 is hot linked!**



## 2015 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 1.375

## The Selkirk Loop Map



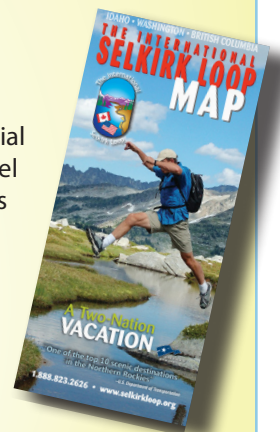
Also printed annually, the 24"x18" travel map is utilized as "the" roadmap for travelers around the loop.

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  
300 X 250 pixels  
New Larger Size!



SECONDARY PAGE AD  
300 X 250 pixels  
New Larger Size!

