



THE INTERNATIONAL SELKIRK LOOP

2023 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.

Some facts about Selkirk Loop visitors

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

Circulation: 50,000 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.

2023 Travel Guide Ad Rates

Ad Size - inches width x height	Rates US & CDN
Outside back cover 5 1/4 x 4 1/8	\$2,884
Full inside front or back cover	2,575
Full inside 4 3/4 x 7 3/4	2,163
1/2 page horz 4 3/4 x 3 3/4 • vert 2 3/8 x 7 3/4	1,133
1/4 page horz 4 3/4 x 1 3/4 • vert 2 3/8 x 3 3/4	679
1/8 page 2 3/8 x 1 3/4	390
4-line listing	205

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.

2023 Map Ad Rates

Ad Size - inches w x h	Map side	Back side
Outside Back Cover	\$2,987	
Full Panel 3 3/4 x 8 3/4	2,678	\$2,369
2/3 panel 3 3/4 x 5 5/8	1,648	1,339
1/2 panel 3 3/4 x 4 3/4	1,339	1,030
1/3 panel 3 3/4 x 2 3/4	927	819
1/4 panel 3 3/4 x 2 1/8	711	613
1/6 panel 3 3/4 x 1 3/8	525	442
100 word	n/a	371
50 word	n/a	205

Selkirk Loop Website

Our website, www.SelkirkLoop.org, is one of the most heavily trafficked tourism sites on our region.

Traffic stats from 2021: 270,681 visits, 81.1% new visitors.

Targeted ads: Place ads on pages specific to your audience.

Website Ads - 300 x 250 pixels

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

Selkirk Loop Newsletter

Our newsletter is extremely popular with travelers. We track opens and clicks and send them additional information targeted toward their specific interests.

Online Newsletter Ads - 600 x 200 pixels

Quarter	March	June	September	December
Per Issue	\$200	\$200	\$200	\$200
Book all 4	\$180	\$180	\$180	\$180

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2023 PUBLICATION AND CLOSING DATES			
Publication	Space reservations	Camera ready ad materials	Publication Date
TRAVEL GUIDE	Oct. 15, 2022	Nov. 1, 2022	Dec. 15, 2022
TRAVEL MAP	Nov. 15, 2022	Dec. 1, 2022	Jan. 15, 2023

2023 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 3.375 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 80-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. **Bonus for advertisers: Every display ad is hot linked!**



2023 Map Ad Sizes

FULL PANEL
SIZE 3.75 X 8.75

2/3 PANEL
SIZE 3.75 X 5.675

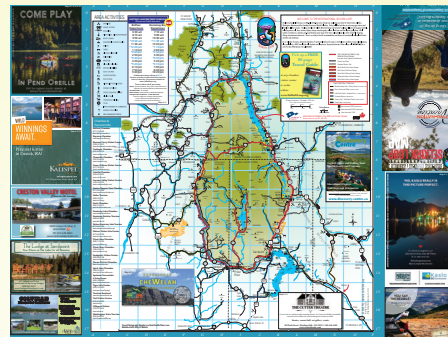
1/2 PANEL
SIZE 3.75 X 4.75

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



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In Canada: PO Box 2079, Creston, BC V0B 1G0
Tel: (888) 823-2626 / (208)267-0822

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.