



# THE INTERNATIONAL SELKIRK LOOP

## 2026 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:** 15,000 copies

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



#### Selkirk Loop Map

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

**Circulation:** 20,000 copies

**Distribution:** At regional visitor centers, businesses, and brochure racks, within a day's drive of the Loop, and also by direct mail to queries by phone or website.



#### Selkirk Loop Website

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

**Traffic stats from last year:** 521,342 visits, 89% new visitors.

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



#### 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.

#### 2026 Travel Guide Ad Rates

Ad Size - inches width x height	Rates US & CDN
Outside back cover 5 1/4 x 4 1/8	\$2,999
Full inside front or back cover	2,680
Full inside 4 3/4 x 7 3/4	2,250
1/2 page horz 4 3/4 x 3 3/4 • vert 2 3/8 x 7 3/4	1,179
1/4 page horz 4 3/4 x 1 3/4 • vert 2 3/8 x 3 3/4	707
1/8 page 2 3/8 x 1 3/4	406
4-line listing	213

#### 2026 Map Ad Rates

Ad Size - inches w x h	Map side	Back side
Outside Back Cover	\$3,108	
Full Panel 3 3/4 x 8 3/4	2,787	\$2,465
2/3 panel 3 3/4 x 5 5/8	1,715	1,394
1/2 panel 3 3/4 x 4 3/4	1,394	1,072
1/3 panel 3 3/4 x 2 3/4	993	852
1/4 panel 3 3/4 x 2 1/8	740	638
1/6 panel 3 3/4 x 1 3/8	547	460
100 word	n/a	386
50 word	n/a	214

#### Website Ads - 300 x 250 pixels

Location	Monthly	3 month	6 month	12 month
Home page	\$212	\$520	\$937	\$1769
Map page	\$79	\$193	\$349	\$661
City page	\$52	\$131	\$235	\$416

#### Online Newsletter Ads - 600 x 200 pixels

Quarter	March	June	September	December
Per Issue	\$208	\$208	\$208	\$208
Book all 4	\$188	\$188	\$188	\$188

# THE INTERNATIONAL SELKIRK LOOP

## 2026 ADVERTISING CLOSING DATES

Publication	Space reservations	Camera ready ad materials
TRAVEL GUIDE	Oct. 20, 2025	Nov. 3, 2025
TRAVEL MAP	Oct. 20, 2025	Nov 3, 2025

## 2026 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 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 [selkirkloop.org](http://selkirkloop.org). **Bonus for advertisers: Every display ad is hot linked!**



## 2026 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. Ad design services are available with our agency for an hourly fee.

**SAVE \$\$!**  
Ask about our multiple ad discount when you advertise in at least two locations.