

# Revelstoke Mountaineer

## Revelstoke Mountaineer Magazine Print Rate Card

Revelstoke Mountaineer Communications Ltd.  
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Revelstoke, B.C  
VOE 2S0

250-814-8710  
www.revelstokemountaineer.com  
info@revelstokemountaineer.com

### Why advertise with the Revelstoke Mountaineer Magazine?

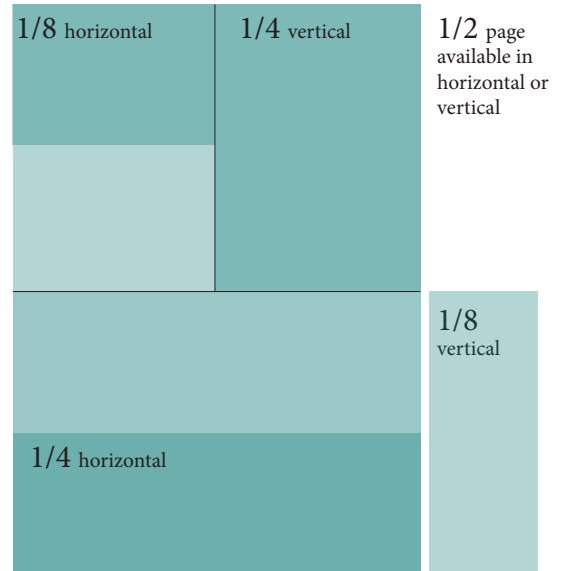
The *Revelstoke Mountaineer Magazine* shares *the best of Revelstoke*. We are Revelstoke's premiere print monthly featuring first-class content oriented towards residents, seasonal visitors and tourists. We tell *authentic stories* with *great photography* about the experiences, services and people that make Revelstoke amazing. Our content highlights the best of our mountain playground's outdoor experiences, shopping, entertainment, dining, events, style, home services, professional services, and visitor experiences.

Each month, we deliver 3,000 full-colour, 10.5"x14.5" stapled & trimmed magazines to over 100 locations across Revelstoke, including hotels, motels, accommodation providers, restaurants, cafés, shops, public spaces, community venues, and more. In addition, our print issue is available online at [www.revelstokemountaineer.com](http://www.revelstokemountaineer.com), with all ads appearing just like the print issue.

### 2017 monthly print advertising rates and sizes

(Rates include free graphic design, maximum 1 hour per ad. \$25 per hour for additional graphic design.)

<b>Full page ad:</b> 10"x14"	<b>\$699</b>
<b>Half page ad:</b> (horizontal: 10"x6.75", vertical: 4.75"x14")	<b>\$369</b>
<b>Quarter page ad:</b> (horizontal: 10"x3.125", vertical: 4.75"x6.75")	<b>\$189</b>
<b>Eighth page ad:</b> (horizontal: 4.75"x3.125", vertical: 2.125"x6.75")	<b>\$129</b>
<b>Irregular sized ad:</b> Price based on area percentage of full page rate of \$699, \$129 min.	
<b>Glossy pages:</b> (pages 2,3 4, and last three)	<b>+25%</b>
<b>Inside cover, back cover:</b> Ask about availability.	



#### Ad deadlines

Jan. issue: Dec. 18  
Feb. issue: Jan. 20  
Mar. issue: Feb. 17  
Apr./May issue: Mar. 22  
June issue: May 22  
July issue: June 19  
Aug. issue: July 21  
Sept. issue: Aug. 21  
Oct./Nov. issue: Sept. 21  
Dec. issue: Nov. 20

#### Discounts

Save 5% for two consecutive issues  
Save 10% on three consecutive issues  
Non-profit organizations save 10%

#### Notes:

Prices do not include GST. Full payment due 15 days from invoicing. Prices & policies subject to change.

#### Technical:

**Print ads:** 300dpi high res PDF preferred, full bleed accepted.

**Web ads:** .jpg or .png files under 500kb in size.

### Guarantee your story gets into the Revelstoke Mountaineer Magazine

Do you have a story about a business, service, event, or product you want to market to Revelstoke? The RMM offers sponsored content stories on a paid basis. Our staff and/or freelance writers and photographers work with you to create the perfect story to get your message across directly. Ask us about our affordable rates. *Availability is limited, restrictions apply.*

For all enquiries, call Aaron Orlando at 250-814-8710 or email [info@revelstokemountaineer.com](mailto:info@revelstokemountaineer.com)

# Revelstoke Mountaineer

[www.revelstokemountaineer.com](http://www.revelstokemountaineer.com)

## Web Rate Card

### Rate Card 2017

The Revelstoke Mountaineer ([www.revelstokemountaineer.com](http://www.revelstokemountaineer.com)) is Revelstoke's home for journalism-based multimedia stories about people, news, lifestyles, outdoors, entertainment and more. Every day, we create stories that matter to the community, and share them across our social media platforms.

#### Key facts:

- Youthful demographic: 61% of our users are 34 and under, 77% are 44 and under. Source: Google Analytics, Dec. 2016
- Facebook: 2,402 page followers, Dec. 2016
- 11,778 unique users on [revelstokemountaineer.com](http://revelstokemountaineer.com). Source: Google Analytics, Dec. 2016

### Web display ads

Our business model provides effective, low-cost advertising solutions based on verifiable data. We provide you with detailed information on how many times your ads are viewed each day. Our ad size is a 681X230 pixel horizontal box. We can design the ad for free, or your designer can provide it. **Designers:** Please provide .jpg or .png files under 500kb in size, 681X230 horizontal.

#### 200 views+ per day minimum average

\$149 / month for 12 months  
\$169 / month for 6 months  
\$189 / month for 3 months  
\$199 / month  
\$79 per week

#### 100 views per day

\$99 / month for 12 months  
\$119 / month for 6 months  
\$139 / month for 3 months  
\$149 / month  
\$59 per week

#### 50 views per day

\$79 / month for 12 months  
\$99 / month for 6 months  
\$119 / month for 3 months



Ask about discounts for non-profit groups, and special partnerships between the Mountaineer and your brand.

### Story-based web ads starting at \$59

The Revelstoke Mountaineer works with our clients to create story-based advertising that connects with our readers. Your advertisement appears as a 'sponsored' story on the Revelstoke Mountaineer website. The price is \$59 per story if you provide the completed story, including a photo. If you want us to create the story, we bill at \$60 per hour for story creation, photography, videography, writing, audio recording, et cetera. We work together and agree on the final price before we start working. Everything we create becomes yours to use freely on your social media channels.

For all enquiries, call Aaron Orlando at 250-814-8710 or email [info@revelstokemountaineer.com](mailto:info@revelstokemountaineer.com)