

# 2019 PRINT RATE CARD



For all enquiries, call Aaron Orlando at 250-814-8710 or email [info@revelstokemountaineer.com](mailto:info@revelstokemountaineer.com)  
Publish your print ad online on [www.revelstokemountaineer.com](http://www.revelstokemountaineer.com) for \$49 per month. The ad will appear online for the calendar month(s) it appears in print.

## 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 200 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 [revelstokemountaineer.com](http://revelstokemountaineer.com), with all ads appearing just like the print issue.

### KEY FACTS

- Youthful demographic: 61% of our users are 34 and under, 76.5% are 44 and under. Source: Google Analytics, Dec. 2017
- Facebook: 3,840 page followers, Dec. 2017
- 21,032 unique monthly users on [revelstokemountaineer.com](http://revelstokemountaineer.com). Source: Google Analytics, October, 2017.

### FULL PAGE \$699

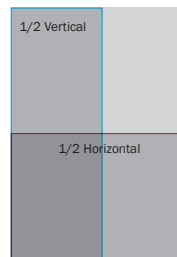
FULL PAGE BLEED  
Trim Size: 10.5" x 14.5"  
Bleed: 0.25"  
Bleed Size: 10.75" x 15"

FULL PAGE NO BLEED  
9.5" x 13.5"

### 1/2 PAGE \$369

Vertical:  
4.67" x 13.5"

Horizontal:  
9.5" x 6.67"



### DISCOUNTS

**SAVE 5%**  
for 2 consecutive issues

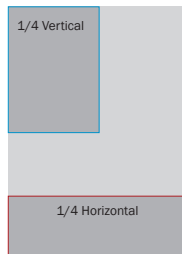
**SAVE 10%**  
for 3 consecutive issues

**SAVE 10%**  
for Non-Profit Organizations

### 1/4 PAGE 189

Vertical:  
6.67" x 4.67"

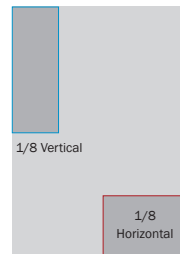
Horizontal:  
3.25" x 9.5"



### 1/8 PAGE \$129

Vertical:  
2.25" x 6.67"

Horizontal:  
4.67" x 3.25"



### MORE OPTIONS

**IRREGULAR SIZED AD**  
Price based on area percentage of full page rate of \$699, \$129 min.

**GLOSSY PAGES**  
(pages 2, 3, & last 4 pages)  
+25%

**INSIDE COVER, BACK COVER**  
Ask about availability.

Notes: Prices do not include GST. Full payment due 15 days from invoicing. Prices & policies subject to change. Rates include free graphic design, maximum 1 hour per ad. \$25 per hour for additional graphic design. All in-house graphics & ad designs are the property of The Revelstoke Mountaineer Magazine. No reproduction are permitted without the written approval of the Revelstoke Mountaineer Magazine. Licensing fees may apply.

### TECHNICALS

Print ads: 300dpi high res PDF preferred, full bleed accepted.  
Web ads: .jpg or .png files under 500kb in size.

### DEADLINE

Completed ads are due every 15th of the month, or the following Monday if the 15th is on the weekend.  
Content for in-house ads is due 72 hours before the 15th at the latest.

## 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.

# 2019 WEB RATE CARD



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

## Why advertise on [www.revelstokemountaineer.com](http://www.revelstokemountaineer.com) ?

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, 76.5% are 44 and under. Source: Google Analytics, Dec. 2017
- 21,032 unique monthly users on [revelstokemountaineer.com](http://revelstokemountaineer.com). Source: Google Analytics, October, 2017.
- Facebook: 3,840 page followers, Dec. 2017

## 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/day	100 views/day	50 views/day
\$149 / month for 12 months	\$99 / month for 12 months	\$79 / month for 12 months
\$169 / month for 6 months	\$119 / month for 6 months	\$99 / month for 6 months
\$189 / month for 3 months	\$139 / month for 3 months	\$119 / month for 3 months
\$199 / month	\$149 / month	
\$79 per week	\$59 per week	

Notes: Prices do not include GST. Full payment due 15 days from invoicing. Prices & policies subject to change. Rates include free graphic design, maximum 1 hour per ad. \$25 per hour for additional graphic design.



**TheWaxBench**  
SKI RENTAL & REPAIR  
NOW OPEN 7AM - 7PM 7 DAYS


**RENTALS**  
Basic & High Performance powder ski/snowboards, touring equipment and avalanche gear.

106 Orton Avenue, Revelstoke, BC  
[info@thewaxbench.com](mailto:info@thewaxbench.com) | 250 814 2531

	basic ski/board	high performance ski/board	high performance rental & boots
1 Day	\$30	\$39	\$52
2 Day	\$57	\$74	\$99
3 Day	\$81	\$105	\$140
4 Day	\$102	\$133	\$177
5 Day	\$120	\$156	\$208

\*Ski poles included with all rentals \*\*Half day and child rates available





**Discover your highest self**

**CHINESE MEDICINE, ACUPUNCTURE & MASSAGE.**  
Come see one of our registered practitioners at 101 First St West. Direct billing now available!

Contact us at 250-837-3900 or [www.jademountain.ca](http://www.jademountain.ca)

## 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, etcetera. 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.