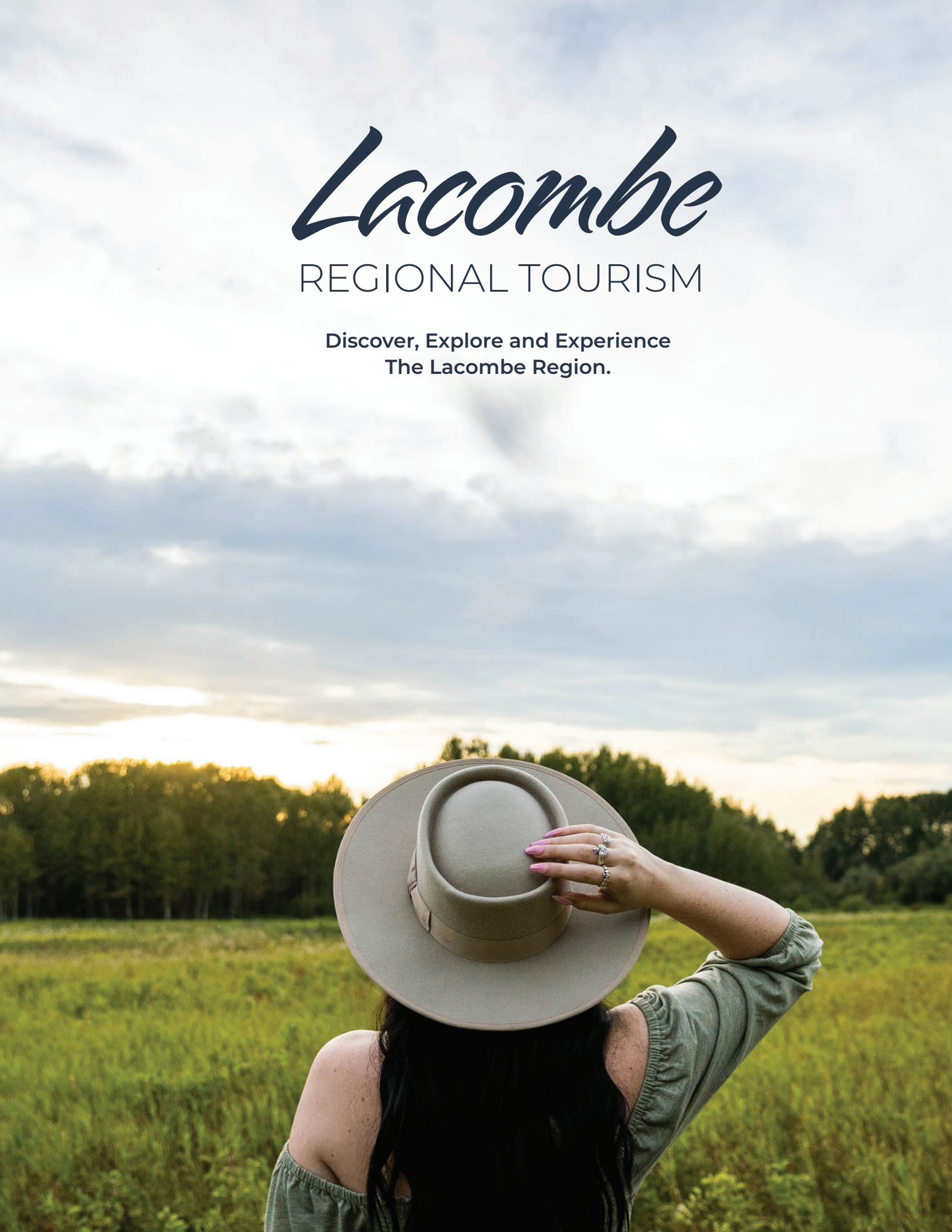


Lacombe

REGIONAL TOURISM

Discover, Explore and Experience
The Lacombe Region.





VISION

By 2025, Lacombe Regional Tourism will establish Lacombe County as a hyper-local destination of choice at the crossroads of Alberta, where people, parkland and prairie come together to explore the unexpected and escape the everyday.



MEMBERSHIP CONTACT

Austin Weaver **Executive Director**

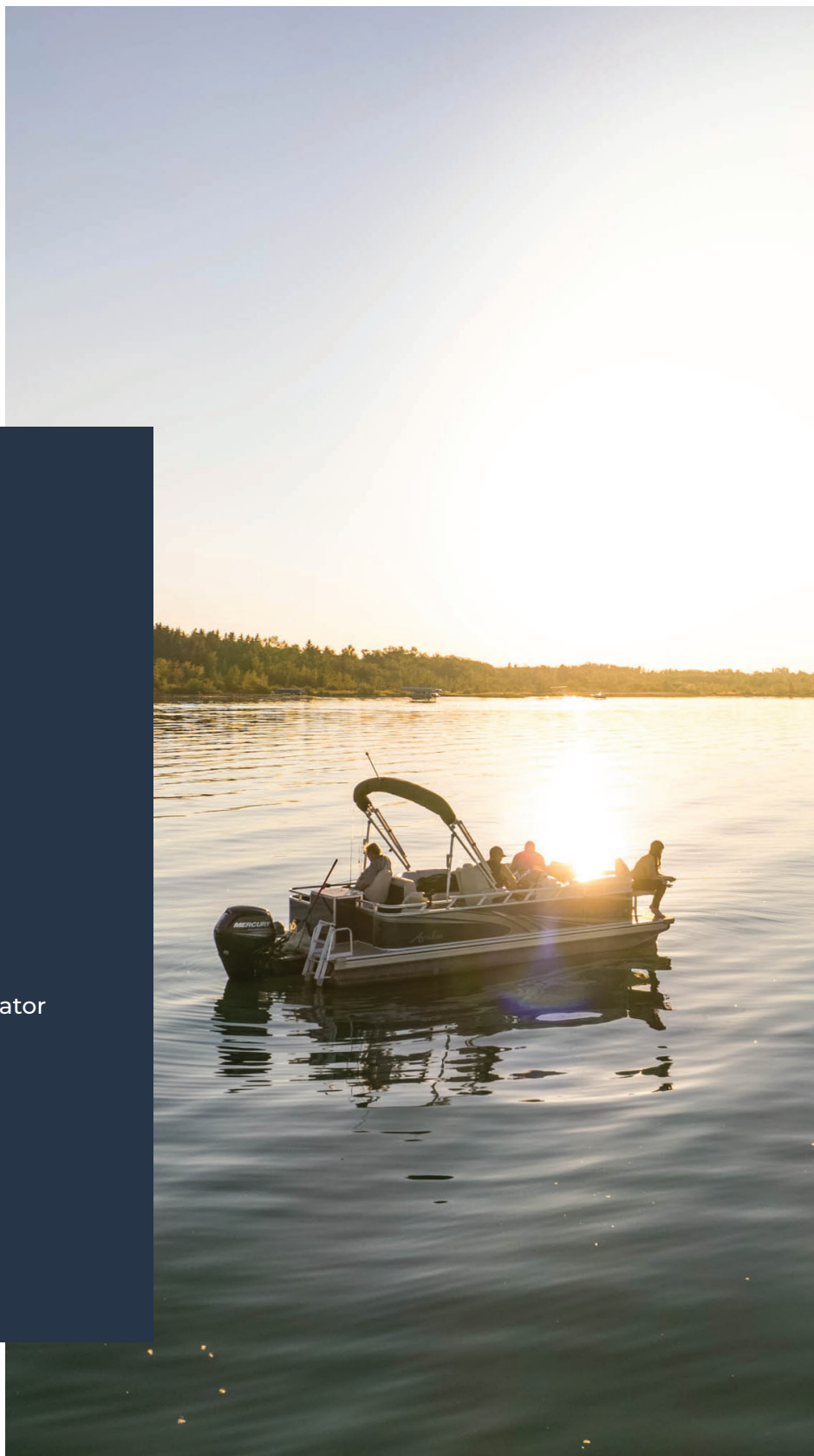
austin@lacombetourism.com

403-782-1046

Viridiana Blignaut, **Marketing Coordinator**

info@lacombetourism.com

403-506-9206



DISCOVER LRT COMMUNITY

Lacombe Regional Tourism (LRT) works to support and promote its communities locally and provincially by marketing and advertising the region as a tourism destination. We strongly encourage businesses involved with tourism to become partners and engage with the regional tourism industry.

DISCOVER OUR
2023 VISITOR
GUIDE **HERE!**



EXPLORE MEMBERSHIP

Regular Business Membership

\$195 ☐

Non-Profit Associations

\$100 ☐

- Profile at lacombetourism.com includes info, images, contact, map, website link and more
- Eligible to list your events, packages and special, tours on lacombetourism.com
- Access to periodic information on marketing opportunities, events, and more
- 2024 New Members will be eligible to the Basic Social Media Package, which includes a PDF guide and 35 photos ready to use for your social media accounts (1-hour photo-shoot)
- Tourism Social Media posts shares (must tag Lacombe Tourism)
- Eligible to become a member of the Board of Directors
- Brochure Distribution-Network of Kiosks in Lacombe County
- Sales leads and referrals
- Voting at Annual General Meeting

Greater Brand Awareness

Three-month digital advertising on Lacombe Regional Tourism website 300x250, 320x50 and 970x30 ads on continuous rotation

\$195 ☐

Professional photo-shoot with 35 high-quality assets with customized sizes

\$450 ☐

One on one social media personalized session

\$190 ☐

2024 Visitor Guide advertising space

- | | |
|-------------------|---------------------------------|
| • 1/8 Page | \$200 <input type="checkbox"/> |
| • 1/4 Page | \$400 <input type="checkbox"/> |
| • 1/3 Page | \$600 <input type="checkbox"/> |
| • 1/2 Page | \$750 <input type="checkbox"/> |
| • Full Page | \$1500 <input type="checkbox"/> |

2024 VISITOR GUIDE ADVERTISING SPACE

SPECIFICATIONS

DIGITAL FILES (PC and MACINTOSH): All fonts must be embedded or saved as curves/outlines. All graphics/images must be supplied in CMYK Process colour. Files can be provided by FTP/download or by email (email size limit 10MB).

ACCEPTABLE FILE FORMATS: Full Resolution Print Ready PDF files, Adobe Illustrator, Adobe Photoshop or High Resolution (300DPI) JPEG.

FTP UPLOADING INSTRUCTIONS: Please contact your account executive for our FTP coordinates, or email info@lacombetourism.com

BLEED: All items meant to bleed should extend no less than .25" beyond the trim on the page

SAFE AREA: Ensure headlines, and text are inside a .5" "safe area" margin.

POSITION PREMIUM: *RHP extreme upfront* (First 15% of the magazine): Add 10%. *Inside Front Cover or Inside Back Cover:* Add 15%. *Outside Back Cover:* Add 20%

GENERAL: All Advertising subject to approval. Positioning of advertisement is not guaranteed unless a premium has been paid. Rates subject to change without notice.

AD SIZES:

Full Page Bleed: 8.625" X 11.25"

1/2 Page Vertical: 4.325" X 11.25"

1/2 Page Horizontal: 8.625" X 5.625"

1/3 Page Vertical: 2.425" X 9.45"

1/3 Page Horizontal: 7.125" X 3.0"

1/4 Page Vertical: 1.75" X 9.45"

1/4 Page Horizontal: 7.125" X 2.375"

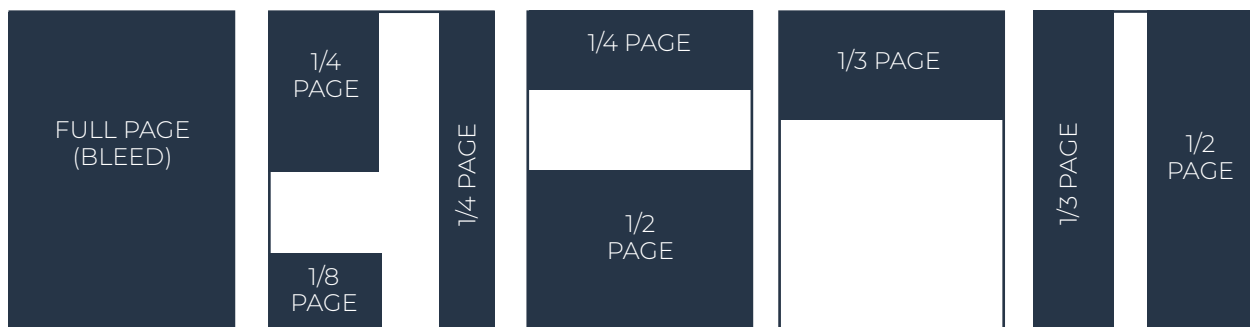
1/4 Page Corner: 3.5" X 4.75"

1/8 Page: 3.5" X 2.375"

DEADLINES

- Ad Confirmation: October 1st, 2023
- Ad Creative Submission date due: October 31st, 2023

*All prices subject to GST. To access Lacombe Regional Tourism's writing, photography, or professional graphic creators for your ad creation needs, please email info@lacombetourism.com. Our team is eager to collaborate with you, and the pricing will be determined based on your specific requirements



EXPERIENCE A YEAR OF MEMBERSHIP



CONTACT INFORMATION

Date: _____

Business: _____

Applicant Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____

Email: _____

PAYMENT

Amount Owed Fee(s) _____ + GST _____ = Total _____

Payment Method

Cheques (payable to Lacombe Regional Tourism)

Box 5882 STN Main, Lacombe, Alberta, T4L 1X4

Credit Card: VISA ☐ MASTERCARD ☐

Name on Card _____

Card Number _____

Expiry Month _____ Year _____ CVV _____

☐ Early Bird Discount 10% OFF (before tax) if booked before Sept 30th, 2023

☐ I hereby confirm my agreement to pay the fees specified in this Media Kit.

Signature: _____

To submit, please return completed form by email to:

info@lacombetourism.com, or sign and pay online **HERE** ➤



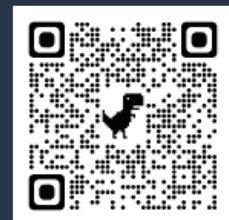
Terms & Conditions: All payments must be collected by June 1st, 2024.



Visit our website: lacombetourism.com

FOLLOW US ON SOCIAL MEDIA!

#ExperienceLacombeRegion



An aerial photograph of a dense forest, likely a coniferous woodland, with a dirt road or path winding through the center. The trees are a mix of green and brown, suggesting some dead or dormant trees. The lighting is soft, possibly from the low sun, creating a warm, golden-brown hue in some areas.

Lacombe

REGIONAL TOURISM

lacombetourism.com