

2025 EXPLORATION GUIDE

price list



ABOUT THE GUIDE

The Exploration Guide is the **official visitor guide** for the Drumheller Valley. This marketing resource provides inspiration to potential visitors by sharing Drumheller Valley experiences and key destination highlights. The guide contains maps, photos and stories and will be distributed across the province.

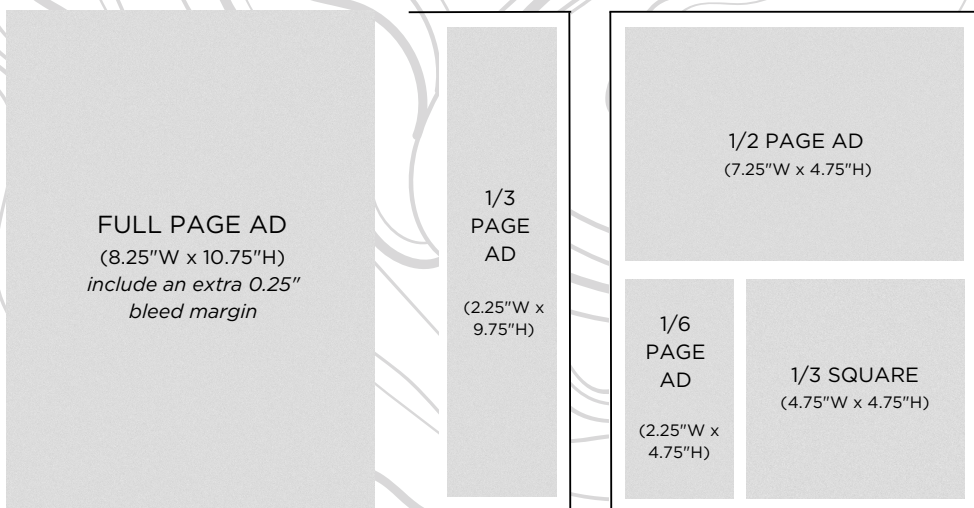
A digital version of the Guide will be available at traveldrumheller.com for tour operators, event planners, and other visitors planning online.

All sizes will be included in the digital guide on TravelDrumheller.com, with links to either your website or a social media page.

Advertising space is available in the guide at different rates to suit your business needs and budget. **Become a Partner and get the best rates available!**

If you require ad design, we can create your ad for an additional charge. This rate includes one complimentary edit to your ad.

Available Sizes	Partner Rate	Non-Partner Rate
1/6 ad space (2.25"W x 4.75"H)	\$395	\$580
1/3 ad space (2.25"W x 9.75"H)	\$760	\$1130
1/3 square (4.75"W x 4.75"H)	\$760	\$1130
1/2 ad space (7.25"W x 4.75"H)	\$1165	\$1730
Full Page ad (8.25"W x 10.75"H)	\$1850	\$2800
Inside Cover (8.25"W x 10.75"H)	\$2475	\$3770
Outside Back Cover (8.25"W x 10.75"H)	\$2535	\$3885
Ad Design	\$100	\$125
Additional Content Creation (articles)	\$150	\$200



Submitting your ad:

- 3 options:
 - Use last year's ad
 - Submit a new ad - you coordinate design
 - Contract us to design. For this option, you will need to provide an image, your logo, and any text you would like on the ad.
- File types accepted: pdf*, png, jpg
- Send to heather@traveldrumheller.com
- Submissions due: December 13, 2024
- Proofs approved by: January 9, 2025

* Preferred