

# 2026 EXPLORATION GUIDE

## NEW Digital Only Format

In 2026, Travel Drumheller will go completely digital with our visitor guide. Advertising opportunities will shift from blocks of ads that get passed over by readers, to businesses being inserted into story content that visitors will engage with. While this may seem like a significant change, there are benefits.



### Benefits

- QR-driven print materials pushing visitors to the guide will keep waste, print costs, and distribution costs down.
- Real-time performance metrics (businesses only)
- Larger curated itineraries for municipalities/counties
- Editorial content can be reused on different marketing platforms
- Changes happen. A digital format gives the flexibility to make necessary changes and keep content up-to-date.
- The internet is changing how it finds information users are looking for and we need to adapt. AI summaries are now at the top of search results, which come from scouring text content (editorial).
- Content is more meaningful to readers, who can connect better with advertised businesses and regions.

### Individual Business Feature

**Partners \$375 Non-Partners \$525** Includes GST

Your business featured in one of our guide articles. Business names will be linked to the site of your choice and have a linked pin on the guide's interactive map. Businesses will be able to see real-time performance metrics.

### Regional Spread

**Custom pricing based on size.**

**Partners receive 30% discount.**

Municipalities or counties can buy a spread to represent their region. Price will vary based on number of pages and content to be created.

**BOOK YOUR SPACE**  
Ad Sales close Jan 30, 2026



**Questions?**  
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