

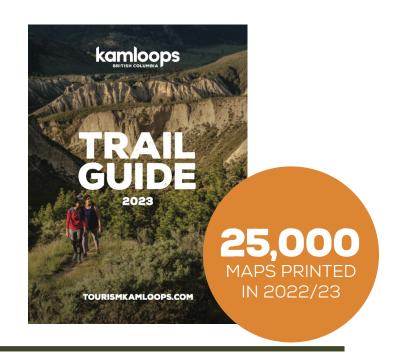
2024 KAMLOOPS TRAIL GUIDE MEDIA KIT | 2

The Kamloops Trail Guide showcases designated mountain bike and multi-use hiking trails in parks around Kamloops. The guide has been a collaborative effort, working with Kamloops Mountain Bike Clubs and the City of Kamloops to compile a comprehensive resource that highlights designated trails. This collaborative approach has allowed us to create a trail guide that not only serves as a fantastic resource for trail enthusiasts but also offers potential advertisers and partners a valuable platform to reach this passionate and engaged audience. This guide runs on a 2 year cycle.

AD SIZES

1/4 Page Ad	\$689
1/2 Page Ad	\$1,378
Back Cover	\$1,875

Ads are subject to availability on a first come basis. Space is limited.



CIRCULATION



Distribution through our Bold Street Team visitor servicing booths throughout the year.



Distributed locally at bike shops, hotels and advertising participant locations.



A digital version is available on the Tourism Kamloops website and linked through a QR code in the Visitor Guide.

PRINT DISTRIBUTION: APRIL 2024 - APRIL 2026

AD SALES DEADLINE: FEBRUARY 1, 2024



2024 KAMLOOPS TRAIL GUIDE MEDIA KIT | 3

AD SIZES

1/4 Page 4"w x 1.375"h

1/2 Page 4"w x 2.75"h

Back Page 4"w x 5.5"h

AD REQUIREMENTS

- Please create a PDF using the press-quality settings
- All artwork should be 300 ppi at the size it is placed in the file
- Keep text and importation information at least .125" from all edges
- All color art must be CMYK
- Microsoft Publisher, PowerPoint, and Word files are not accepted

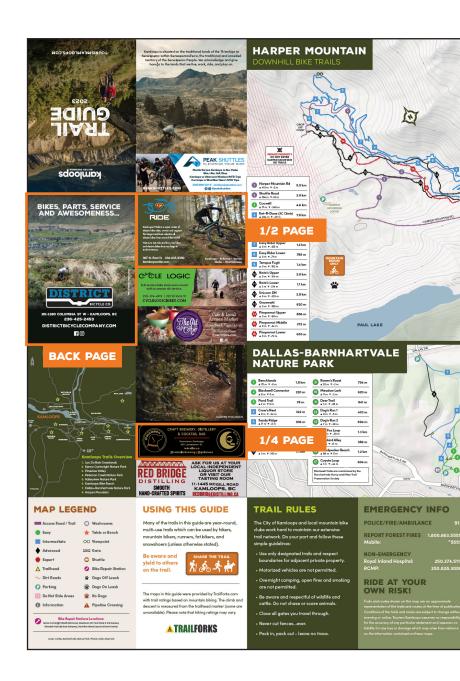
BACK PAGE REQUIREMENTS

- Live area: 3.5" x 5"
- Text and elements should be within the boundaries of the live area to ensure nothing is cut off the page, unless intended to do so
- Must include .125" bleed on all sides with a .125" crop offset

SUBMITTING CREATIVE

Please send artwork to:

rachel@tourismkamloops.com



AD SUBMISSION DEADLINE: FEBRUARY 15, 2024

