

2024 KAMLOOPS
TRAIL GUIDE

MEDIA KIT



kamloops
BOLDLY UNSCRIPTED

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.*



25,000
MAPS PRINTED
IN 2022/23

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

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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



Linda Bolton
 250.318.1556
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