

2024-2025 OFFICIAL KAMLOOPS

# VISITOR GUIDE

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MEDIA KIT

**kamloops**  
BOLDLY UNSCRIPTED

The 2024 Official Kamloops Visitor Guide is Tourism Kamloops' signature marketing resource providing inspiration to potential visitors by sharing Kamloops experiences and key destination highlights. The printed guide will be distributed to BC Visitor Centres and locations across Kamloops.

An interactive, digital version will also be available at [tourismkamloops.com](http://tourismkamloops.com) for tour operators, event planners and visitors planning online.

## RATES

### NEW FOR 2024!

#### FEATURED CONTENT

|                   |         |
|-------------------|---------|
| 1/3 Page Feature  | \$1,099 |
| 1/2 Page Feature  | \$1,575 |
| 2/3 Page Feature  | \$2,099 |
| Full Page Feature | \$2,499 |

#### FULL PAGE DISPLAY ADS

|                    |         |
|--------------------|---------|
| Inside Front Cover | \$2,799 |
| Inside Back Cover  | \$2,499 |

#### LISTING ADS

|                     |       |
|---------------------|-------|
| 1/8 Page Listing Ad | \$575 |
| 1/4 Page Listing Ad | \$779 |

## CIRCULATION

Tourism Kamloops is dedicated to lessening environmental impact by actively promoting digital information and reducing printing practices.

- **15,000** copies printed
- A **digital version** on [tourismkamloops.com](http://tourismkamloops.com)
- QR code on **35,000 tear maps** linking to the online version
- Button in **monthly consumer newsletter** to **8000+ subscribers**
- Links in **blogs** and in **sponsored content** to online version
- Distribution to **BC Visitor Centres** and through our **Bold Street Team**
- Print copies distributed to **local accommodators**
- Direct response to **consumer requests, relocation packages, tradeshow, special events, tournaments and festivals**

PRINT DISTRIBUTION: APRIL 1, 2024 - MARCH 31, 2025

**AD SALES DEADLINE: DECEMBER 15, 2023**

# FEATURED CONTENT ADS

ADS FEATURED WITHIN THE GUIDE

Advertising in a Featured Content piece within the Kamloops Visitor Guide offers a vibrant showcase of local businesses, attractions, and services, seamlessly integrating with informative editorial content.

Designed to captivate and inform, these features present a compelling blend of engaging narratives, stunning visuals, and practical information.

What makes this advertising content especially appealing to readers is its ability to seamlessly intertwine promotional messaging with valuable insights and local expertise, ensuring an enriching experience.

Readers could expect a curated selection of recommendations, insider tips, and a comprehensive guide to exploring Kamloops, making it an invaluable resource for both visitors and locals looking to discover the best this dynamic city has to offer.

**FEATURED CONTENT SECTIONS:**

- Events
- Outdoor Activity
- Restaurants & Dining
- Arts & Culture

**Space is very limited and subject to availability**

example pages, subject to change

**SOLD OUT**

### 2/3 PAGE FOOD FEATURE

BY WRITER

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# FULL PAGE DISPLAY ADS

INSIDE FRONT & BACK COVERS

## SPECIFICATIONS:

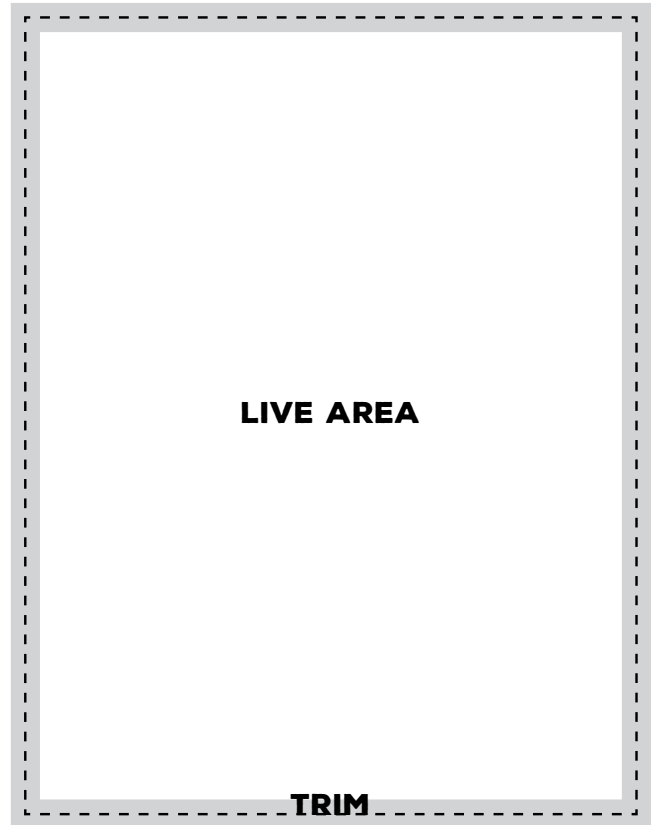
**Trim Size:** 8.25" x 10.75"

**Live Area:** 8" x 10.5"

- Include .125" bleed on all sides
- Offset crop marks by .25"

## ARTWORK:

- Ad creative provided by client
- Please create a PDF using the press-quality settings
- All artwork should be 300 ppi at the size it is placed in the file
- All color art must be CMYK
- Microsoft Publisher, PowerPoint, and Word files are not accepted



## SUBMITTING CREATIVE

Please send artwork to:  
[rachel@tourismkamloops.com](mailto:rachel@tourismkamloops.com)

