

Fort St. John & Area COMMUNITY GUIDE

2017/2018

We encourage you to take advantage of this affordable advertising opportunity...

Each year we continue to strive to promote the quality of life we all share in Fort St. John & area. We recognize local entrepreneurs, residents and community groups... promoting the community pride we all share.

**10% Discount
for Fort St. John
& Area Chamber of
Commerce Members**

Advertising Rates

Business Card	\$549
1/6th Vertical	\$729
1/4 Horizontal / Vertical	\$950
1/2 Horizontal / Vertical	\$1,400
Full Page	\$2,699
Inside Cover	\$3,150
Back Cover	\$3,699
Double Page	\$4,999

**ADVERTISING DEADLINE: March 11
MATERIAL DEADLINE: March 31**

Distribution: APRIL 2017

No Charge for Advertising Design
All prices are subject to applicable taxes.

15,000 COPIES



1 Print Version

The perfect advertising venue for your business!

Features:

- Community overview & locator maps
- Comprehensive economic information
- Highlight business success stories and corporate development
- Emphasis on our community pride and quality of living
- Features on local community groups
- Regional Business Directory

Distribution:

Available FREE for Residents, Business Owners, Economic Development inquiries, Relocation Packages and Visitors to the region. The distribution is regional: all three airports (Dawson Creek/Fort St John/Fort Nelson); all Accommodation Properties; local business AND 7,000 residential deliveries; variety of Visitor Centres in BC/AB/Yukon....

2 Online Edition

The full version of the Fort St. John & Area Community magazine is available for both viewing and downloading online — completely interactive with hyperlinks. *Two ads — for the price of one!*



As the only official Community Guide the publication is well utilized for all aspects of Community Development and regional promotion.



Advertising Sales | T: 250.785.3586
TF: 1.877.788.1313 | F: 250.785.3589

Robin Graham-Holstein C: 250.574.3572
E: robin@rgstrategies.com

Horst Holstein C: 250.819.6694
E: horst@rgstrategies.com

ADVERTISING SIZES AND RATES

Ad Size	Non-Member	Member
<input type="checkbox"/> Double Page Spread	<input type="checkbox"/> \$4,999.00	<input type="checkbox"/> \$4,500.00
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$3,699.00	<input type="checkbox"/> \$3,329.10
<input type="checkbox"/> Inside Cover	<input type="checkbox"/> \$3,150.00	<input type="checkbox"/> \$2,835.00
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$2,699.00	<input type="checkbox"/> \$2,429.10
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$1,400.00	<input type="checkbox"/> \$1,260.00
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$ 950.00	<input type="checkbox"/> \$ 855.00
<input type="checkbox"/> 1/6 Page Vertical	<input type="checkbox"/> \$ 729.00	<input type="checkbox"/> \$ 656.10
<input type="checkbox"/> Business Card	<input type="checkbox"/> \$ 549.00	<input type="checkbox"/> \$ 494.10

Please Note: there is NO CHARGE FOR ADVERTISING DESIGN.
 A 20% surcharge could apply for special advertising placement requests.

Contract Rate	\$ _____
10% Chamber Member Discount	\$ _____
SUBTOTAL:	\$ _____
5% GST (870584273)	\$ _____
TOTAL:	\$ _____
Authorizing Signature: _____	
PO # _____	Date: _____
<i>Thank you. An invoice will follow.</i>	

- New advertising copy will be supplied
- Use advertisement presented without changes
- Please have a sales representative contact me to discuss our advertisement design requirements

CONTACT INFORMATION

Company: _____
 Contact Person: _____
 Address: _____
 City: _____ Postal Code: _____
 Phone: _____ Fax: _____
 Email: _____

Important Dates

ADVERTISING DEADLINE: March 11, 2017
MATERIAL DEADLINE: March 31, 2017
Distribution Begins: April 2017

Printing Process	Direct-to-plate web offset
Paper Stock	60lb coated
Digital File Specs	300 DPI Four-colour process throughout
Print Run	15,000

Display Ads

DOUBLE PAGE SPREAD 16.5" x 10.75"	BACK COVER INSIDE COVER FULL PAGE 8.25" x 10.75"	
1/2 PAGE VERTICAL 3.625" x 10.25"	1/2 PAGE HORIZONTAL 7.75" x 4.75"	1/4 PAGE VERTICAL 3.625" x 4.75"
1/4 PAGE HORIZONTAL 7.75" x 2.00"	1/6 PAGE VERTICAL 2.4" x 4.75"	BUSINESS CARD 3.625" x 2.00"

Bleeds are allowed, at no additional costs, on full-page ads only. Full-page bleed size: provide artwork built to 8.75" x 11.25". Trim size is 8.25" x 10.75". Live matter should be no closer than .25" to trim size.

***Camera Ready Artwork**

Submitted ads must meet professional standards and be in CMYK colour space. All fonts must be embedded or converted to curves. Please submit ads in PDF format. All images must have a minimum of 300 dpi. We do not accept ads in MS Word, Power Point, Corel Draw, Excel or Publisher or other word processing programs. Colour matching or PMS colours are not guaranteed. If you have any questions, please contact our office: T: 250.785.3586 . TF: 1-877-788-1313 or robin@rgstrategies.com

FORM OF PAYMENT



Box 6286
 Fort St John, BC BC V1J 4H7
 T: 250.785.3586
 TF: 1.877.788.1313
 Email: robin@rgstrategies.com
 www.rgstrategies.com



Visa



Mastercard

Expiry _____
 Name on card: _____ CVV _____

Cheque An invoice will follow.

Please FAX completed insertion order to 250.785.3589