

edgy cool modern
90,000 distributed
vative innovative
tourism vancouver
and select hotels
edgy cool modern



The Insiders' Guide to
WHISTLER

media kit 2018 winter edition

advertising rates

Display Ads		1x Rate	2x Rate
Full Page	Includes 2 line listings	\$ 2850	\$ 2620
Inside cover	Includes 2 line listings	\$ 3250	\$ 3000
Outside cover	Includes 2 line listings	\$ 4050	\$ 3725
1/2 Page	Includes 2 line listings	\$ 1500	\$ 1400
1/3 Page	Includes 1 line listing	\$ 995	\$ 915
1/4 Page	Includes 1 line listing	\$ 800	\$ 705

Line Listings

Enhanced Listing	1/6 Page. Includes logo or photo	\$400	\$350
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Activities (max. 25 words)	\$ 200
Health, Fitness & Spas (max. 25 words)	\$ 200
Services & Lodging (max. 25 words)	\$ 200
Shopping (max. 25 words)	\$ 200
Art Scene (max. 25 words)	\$ 200
Après (max. 25 words)	\$ 200
Dining guide	\$ 200

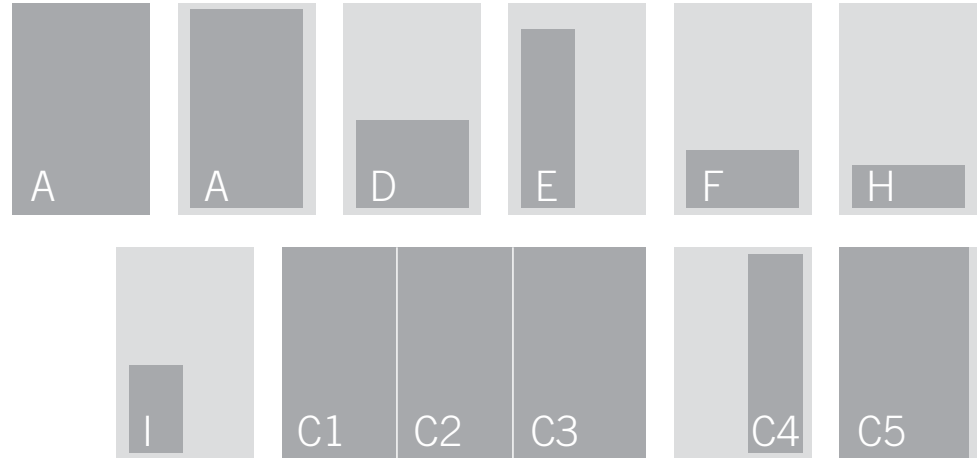
www.faqwhistler.com



- > 35,000 Copies distributed throughout the Whistler Village, Sea to Sky Corridor and Vancouver.
- > Distribution highlights include Tourism Vancouver, Tourism Squamish and Tourism Whistler information centres.
- > Handed out by the Village Hosts and hotel front line staff to their guests.
- > Fresh, modern, edgy design appeals to contemporary tourists.
- > Handy pocket book size.

display specifications

AD DESIGNATION	TRIM	BLEED (.25")	LIVE
A FULL BLEED	4.125" X 6.375"	4.625" X 6.875"	3.375" X 5.9875"
A FULL BORDER	3.375" X 5.9875"		
F 1/3 PAGE	3.375" X 1.73"		
E 1/2 PAGE (V)	1.62" X 5.375"		
D 1/2 PAGE (H)	3.375" X 2.64"		
H 1/4 PAGE (H)	3.375" X 1.27"		
I 1/4 PAGE (V)	1.62" X 2.64"		
C1 BACK COVER LEFT	3.44" X 6.375"	4.94" X 6.875"	3.04" X 5.975"
C2 BACK COVER MIDDLE	3.5" X 6.375"	4" X 6.875"	3.1" X 5.975"
C3 BACK COVER RIGHT	4" X 6.375"	4.5" X 6.875"	3.6" X 5.975"
C4 INSIDE BACK COVER	1.6125" X 5.975"		
C5 INSIDE FRONT COVER	3.9213" X 6.375"	4.375" X 6.875"	3.5213" X 5.975"



production guidelines

OVERVIEW: Free ad design for ads that are booked before deadline. Cost of Photography not included in cost of ad & design. Advertisers must provide clear, explicit and final instructions for the production of their ad. Photocopies, low resolution computer print-outs and faxed artwork are not acceptable. For enhanced line listings photo must be sent in size close to 7/8" x 1 3/4" vertical for best results.

PREFERRED FILE TYPE: High Resolution PDF/X-1a

FONTS AND COLOURS: All fonts should be converted to outlines. All ads to be cmyk. NO RGB colour space.

SENDING FILES TO US: Email your file to traffic@pique-newsmagazine.com if under 10MB or upload files to our FTP site.

HOST: [ftp.pique-newsmagazine.com](ftp://ftp.pique-newsmagazine.com) **USER ID:** upload **PASSWORD:** guest

CLOUD SERVICES: You can also send us a link to download ads via WeTransfer, Dropbox, Google Drive or other file transfer services.

press specifications

PRINT RUN: 35,000

PRINTING PROCESS: Sheet Fed

LINE SCREEN: 150 lines per inch

Printed on coated gloss or matte with 4-colour process throughout.

payment

Payment due 30 days from date of signing contract (invoice date). Line listings are payable upon contract signing. Whistler Publishing LP. liability for error shall not exceed the cost of the ad space.



Who to contact

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