

alberta hospitality

Alberta Hotel and Lodging Association

2012 RATE GUIDE



Sell your products and services to 2,500 buyers in Alberta's hospitality industry with a targeted magazine created for owners and managers in Alberta.

*"Advertising in **Alberta Hospitality** and **InnFocus** allows us to spotlight our customized programs directly to the owners and managers of hotels across Alberta and BC."*

Elizabeth Creed, Manager, Marketing and Corporate Services, Western Financial Group



Issue	Publishes	Closes	Feature Articles
AHLA Buyers' Guide Winter 2012	Jan. 6 Jan. 6	Nov. 18 Nov. 18	Preferred Supplier Directory of AHLA Associate Members Changing Game of Hotel Ownership Beer & Food Pairing Hotel Pricing Trends Customer Loyalty Strategies
AHLA Show Guide Spring 2012*	April 6 April 6	Feb. 24 Feb. 24	Convention Program & Exhibitor Guide with Details/Offers Online Reputation Management F&B Trends in Hotels Preparing Your Campground Attracting GenY Guests
Summer 2012	July 6	May 25	Social Media Trends Alberta Travel Outlook Liquor Liability Maximizing Potential Revenue
Fall 2012	Oct. 5	Aug. 24	Optimizing your Website Tech Trends Changing Landscape of DMFs Budgeting Best Practices

Regular columns: Chairman's Report Travel Alberta President & CEO's Message
HR Matters Names in the News Member Value Program Review
Member Profile

Distribution in Alberta

By subscription and controlled circulation

- Hotels
- Resorts
- Full Service Chain Restaurants
- Campgrounds
- Attractions
- Industry Suppliers

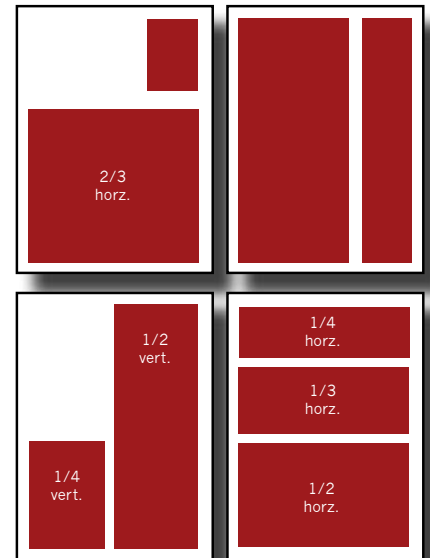
Circulation

- 2,500 copies per issue
- Published quarterly

*The Spring 2012 issue of Alberta Hospitality will reach additional buyers since each delegate at the AHLA Convention receives a copy and it is also distributed at both the EMC booth and the AHLA's booth at the trade show.

RATES

Full Colour	Width	Height	1 ad	4 ads over a year Price per ad*	Buyers' Guide and/or Show Guide and 4 ads over a year Price per ad*
Marketplace	2.25"	2.75"	\$405	\$365	\$345
1/4 vertical	3.5"	4.5"	\$655	\$590	\$555
1/4 horizontal	7.5"	2.5"	\$655	\$590	\$555
1/3 vertical	2.35"	9.5"	\$925	\$830	\$785
1/3 horizontal	7.5"	3.5"	\$925	\$830	\$785
1/2 vertical	3.5"	9.5"	\$1230	\$1110	\$1045
1/2 horizontal	7.5"	4.5"	\$1230	\$1110	\$1045
2/3 vertical	5"	9.5"	\$1730	\$1555	\$1470
2/3 horizontal	7.5"	6.5"	\$1730	\$1555	\$1470
Full page inside**	8.5"	11"	\$2285	\$2055	\$1945
Inside Cover**	8.5"	11"	\$2545	\$2290	\$2165
Back Cover**	8.5"	11"	\$3145	\$2830	\$2675



* Each ad invoiced quarterly

** Add 1/8" bleed to page. Ensure all text is no less than 1/4" from trim.

AHLA members receive a 10% discount on the above rates.

All rates are subject to local tax and are based on receiving completed digital artwork.

For black & white ads, subtract 20% from the above rates. Cover positions must be full colour.

For premium positioning, add 15%. Insert rates are available upon request.

AHLA BUYERS' GUIDE and/or SHOW GUIDE & ALBERTA HOSPITALITY

Enjoy additional savings when you package 4 ads with an ad in the *AHLA Buyers' Guide*, *AHLA Show Guide* or both, and as a bonus you will receive a complimentary enhanced listing. AHLA members have a unique opportunity to position their companies as key suppliers to AHLA members by reaching buyers year-round in the *AHLA Buyers' Guide*.

Exhibitors at the AHLA Trade Show can entice delegates to their booths with a display ad in the *AHLA Show Guide*. Call us to discuss all your options

ADVERTISING FEATURE

There is only one Supplier Profile promotional feature in each issue. This great marketing tool is a 2-page spread, written and designed by EMC staff. The cost for this exclusive double-page spread is \$3020 + HST.

SPECIFICATIONS FOR SUPPLIED ADS - Please read carefully

- All ads must be 300 dpi, including all text and images contained in the ad.
- Ensure that all fonts are converted to curves.
- Digital files must be supplied as a high resolution PDF.
- Ads must include bleed where noted above (**).
- For ad sizes that require bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to info@emcmktg.com.
- For files over 5 MB, please call for instructions to upload the file.



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