

YOUR NEW PATH TO  
**ADVENTURE**

Whether you're roughing it in the backcountry or glamping in comfort,  
find all the information you need to choose your next adventure.



**FIND YOUR CAMPGROUND**

Find all the information you need to choose  
your next adventure

[albertacampgroundguide.ca](http://albertacampgroundguide.ca)



LPi GROUP

**DIGITAL MEDIA KIT | 2019**

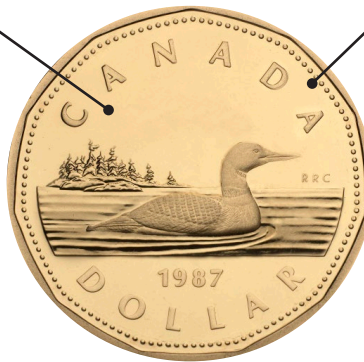
REACH ACTIVE AND ENGAGED AUDIENCES WITH ALBERTA'S  
OFFICIAL TRAVEL GUIDE



Location: Elk Island Provincial Park

Tourists (both resident and non-resident) in Alberta spent over **\$8 billion** in 2016\*

Albertans account for **54.1%** of direct visitor spending\*

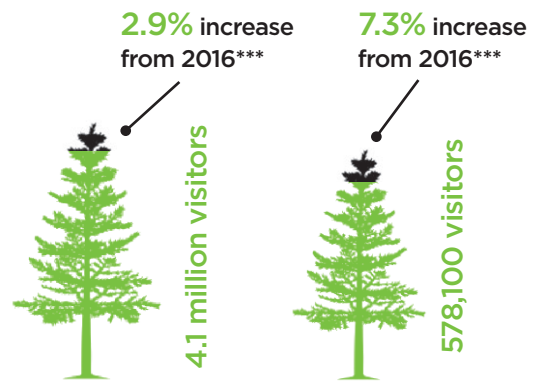


Over **34.8 million** total visits were made to Alberta in 2016 by residents, out-of-province visitors, US and other international tourists\*

Alberta's National Parks experienced new highs in 2016 as the provincial economy entered into recovery.\*\*



**83.8%** were by local Albertans who were visiting different parts of the province.\*



Sources: \* Tourism Alberta 2016

\*\*Alberta Tourism Market Monitor - 2016 Edition

\*\*\*Alberta Tourism Market Monitor - 2017 Edition

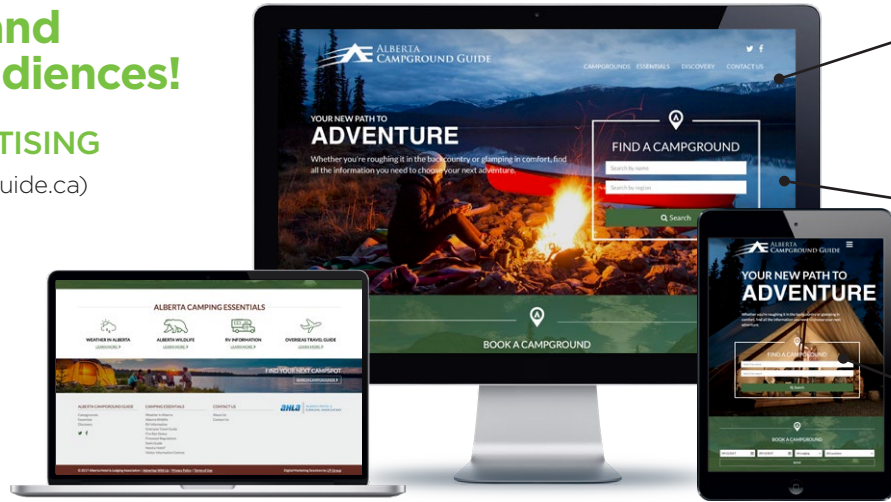


Shared by @photojbartlett

Reach out to motivated and engaged audiences!

**DIGITAL ADVERTISING**

(albertacampgroundguide.ca)

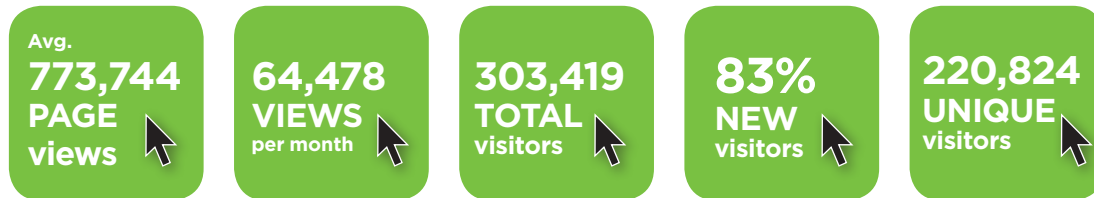


Focused attention higher with digital for a sustained period of time on key components of the ad

Instantaneous access, localization, powerful personalization and targeting, audio and video, and more

Digital allows for interactively including feedback and sharing via social media

Jan 1, 2018 - Dec 31, 2018

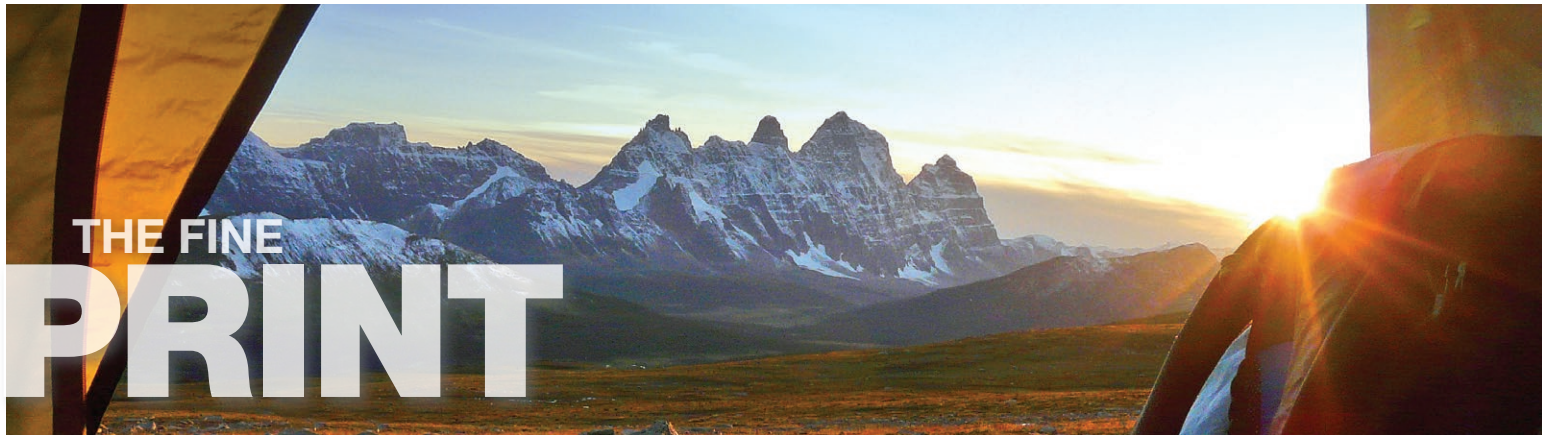


DIGITAL ADS	RATES/MONTH	SIZE
Medium Rectangle	\$600/month*	(300 X 250)
Leaderboard	\$500/month*	(728 x 90)
Skyscraper	\$680/month*	(160 x 600)
Homepage Takeover	\$2,500/month**	(728 x 90) plus background behind entire page
Receive 100% share-of-voice on one of the most viewed pages. Offers high value placement and high impact exposure.		

\* Minimum purchase one month for any ad placement. \*\* Weekly rate \$750.

Each ad provides a direct link to your website.  
 Number of impressions will vary depending on seasonality.  
**Call for details.**





Location: Rampart Mountains, Jasper National Park  
Credit: Parks Canada / L.Neufeld

## DIGITAL ADVERTISING

### ACCEPTABLE FILE FORMATS

Digital ad artwork must be submitted to LPi Group's specifications. In the event copy and/or artwork is not submitted by material deadline date, your digital ad will be replaced.

Preferred file format for DIGITAL ad submissions include file formats: GIF or JPG images, Adobe Flash SWF (not on tablet), or HTML5 (See HTML5 guidelines). Must provide a standard GIF/JPEG image backup file.

### HTML5 GUIDELINES

HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high resolution displays are considered one asset in the ad package, contributing respectively to the overall file size. Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped.

### AD SUBMISSION

**Call for details**  
**Karen Lauritsen**  
**780.452.4162**  
**klauritsen@lpi-group.com**

### TERMS & CONDITIONS

In the event that errors or omissions occur, the Advertiser waives all negligence against the AHLA, its representatives, agents and employees. The AHLA is not liable for any delays in the production or delivery of the publications due to any conditions beyond the AHLA's control.

Terms of Payment: Net 30 days in Canadian funds. If any monies due to LPi Group are not paid within 30 days of the invoice date, an interest rate of 2.5% per month will be added to the full invoice amount.

Payment Options: Payment can be made via EFT or by Cheque.

Cheques should be made payable to:

LPi Communications Group Inc.  
Suite 100  
5440 - 1st Street SE  
Calgary, AB T2H 0C8



LPi GROUP

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