

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



L P I G R O U P

DIGITAL MEDIA KIT | 2018

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

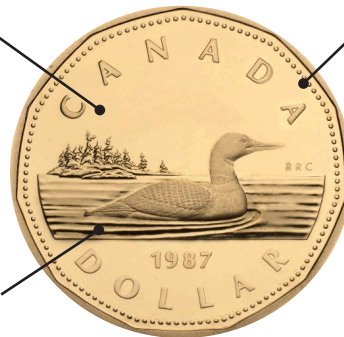


Location: Elk Island Provincial Park

Tourists (both resident and non-resident) in Alberta spent **\$7.41 billion** in 2012*

Albertans account for **62%** of direct visitor spending*

Of the total spend, **44%** was spent on accommodation, food and beverage*



The lower Canadian dollar and lower gas prices seemed to make leisure travel to and within Alberta more affordable for Americans, while enticing staycations for Albertans and attracting domestic visitors from the rest of Canada.**

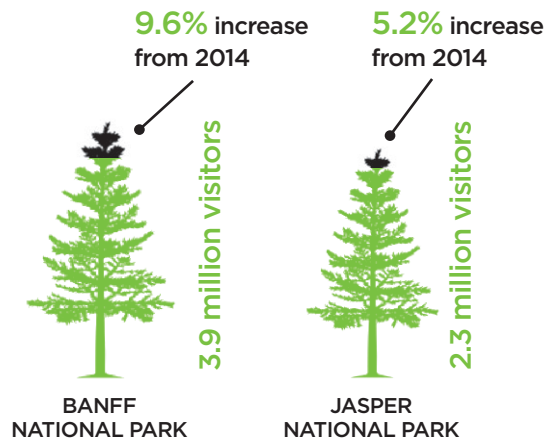
Over **33 million** total visits were made to Alberta in 2012 by residents, out-of-province visitors, US and other international tourists*



85% were by local Albertans who were visiting different parts of the province.*

Sources: * Economic Impact Alberta 2012
**Alberta Tourism Market Monitor - 2015 Edition

Visitation at the three National Parks tracked (Banff, Jasper and Waterton Lake National Parks) reached a record in 2015**



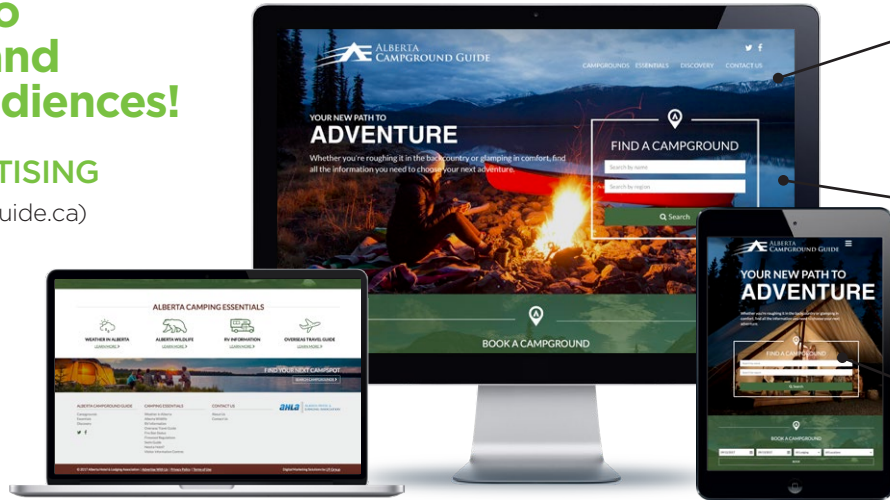


Shared by @photojbartlett

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

264,384 DIGITAL VISITORS

Jan 1, 2016 - Jan 1, 2017

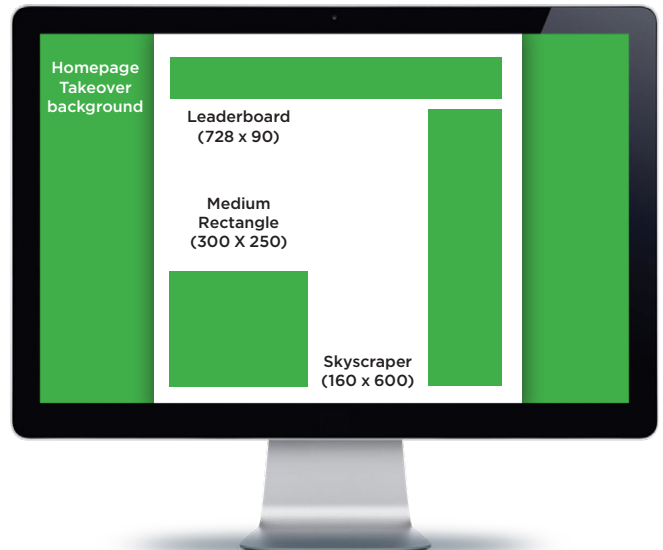


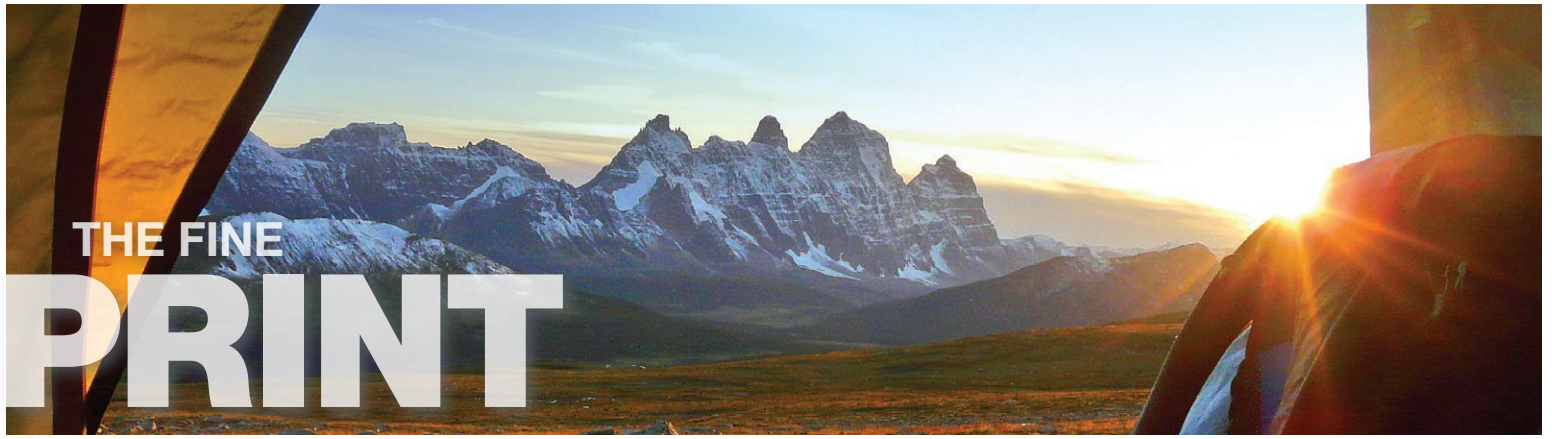
DIGITAL ADS	RATES/MONTH*	SIZE
Medium Rectangle	\$150/month	(300 X 250)
Leaderboard	\$125/month	(728 x 90)
Skyscraper	\$170/month	(160 x 600)
Homepage Takeover	Call for details	(728 x 90) plus background behind entire page

Receive 100% share-of-voice on one of the most viewed pages. Offers high value placement and high impact exposure.

* Minimum purchase of \$125

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

Print or Digital ads can be submitted via:

email at admin@lpi-group.com or
online at <http://portal.lpi-group.com>
User: LPi_ED_up
Password: guest

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 Credit Card (Visa, MasterCard), or by Cheque.

Cheques should be made payable to:
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Calgary, Alberta, T2H 0R5