

# PARKLAND

## explorer guide



## The popular guide returns for 2024!

### Parkland's official tourism publication is your direct link to visitors to the region.

Since the first edition in 1998, *Manitoba's Parkland Explorer Guide* has showcased the region's attractions to thousands of visitors.

With a planned circulation of up to 8,000 copies, *Manitoba's Parkland Explorer Guide* will be distributed free of charge via **Parkland Tourism Association** members, tourist info centres, and advertisers' locations throughout the Parkland and beyond.

The guide is published on behalf of **Parkland Tourism Association** by Leech Group.

- **Advertising Deadline:** April 15, 2024
- **Publication:** May 2024
- **Online Version:** The guide will be available in PDF format at [parklandtourism.com](https://parklandtourism.com)
- **Book Your Ad Today:** Complete the online form at [leechgroup.com/parkland-guide](https://leechgroup.com/parkland-guide) or give us a call.



print media + publications

601 Braecrest Drive • Brandon, Manitoba • R7C 1B1

P: 204.728.3037 • TF: 888.756.4433

E: [info@leechgroup.com](mailto:info@leechgroup.com) • [leechgroup.com](https://leechgroup.com)

### ADVERTISING RATES + SPECS

**Content that inspires.** The Parkland has so much to offer. The guide highlights the region's parks, attractions, history and heritage, recreational opportunities, shops, camping, accommodations, events, and more! The guide and its companion website have proven through the years to be an essential tool for visitors planning a trip to the Parkland.

size	dimensions (w×h)	rate (+GST)
1/16 Page	2.3125" × 1.75"	\$240.00
1/8 Page	Vertical: 2.3125" × 3.625" Horizontal: 4.75" × 1.75"	\$395.00
1/4 Page	Vertical: 2.3125" × 7.375" Horizontal: 4.75" × 3.625"	\$695.00
1/2 Page	Vertical: 4.75" × 7.375" Horizontal: 9.625" × 3.625"	\$1,250.00
Full Page	Trim Size: 10.875" × 8.25" * Add 0.125" bleed (all edges).	\$2,350.00
Inside Cover	Keep text at least 0.5" from trim edges.	\$2,840.00
Back Cover		\$3,495.00

- **Parkland Tourism Association members receive a 5% discount off the published rates.** On a half-page ad, that's a savings of over \$60. For more info or to join the association, email [parklandtourism@mymts.net](mailto:parklandtourism@mymts.net).
- **Design included.** We'll create your ad for you at no additional cost, and provide a proof for approval.
- **Design your own ad.** We accept high-resolution PDFs (with fonts embedded or converted to outlines). MS Publisher and Word files will not be accepted. All photos should be 250-300ppi minimum at final printed size.

\* Add 0.125" on all edges for bleeds. Keep all text 0.5" from edges.