

2024/25 Media Kit



TRAVEL PLANNER

The Golden Travel Planner is the official travel guide for Golden and CSRD Area 'A', read worldwide for its information about where to stay and what to do.

It connects businesses with an audience who are either at the vacation planning stage or who are here looking for ideas and inspiration to ensure they fully experience Golden.

For more than 15 years Tourism Golden has been providing visitors with inspiring images and information about the town to allow them to explore and create their own unique adventure.

The Golden Travel Planner will be launched during May 2024.

tourismgolden.com

Contact: info@tourismgolden.com

CIRCULATION



350,000+
Readership *

75,000
Print Distribution

2,000
Digital

* Based upon average group party from 2016 research data





Distribution Outlets

- Golden Visitor Information Centre
- Chamber of Commerce and Visitor Information Centres in British Columbia, over 30 different locations.
- Museums, BCAA and other centres - over 20 different locations.
- 145 locations in Bow Valley and Jasper including accommodations.
- Yoho and Glacier National Park Information centres.
- Delivery to 160 locations in Calgary including accommodations.
- Calgary Airport and Calgary Tower.
- Through Golden and Area 'A' accommodators, activity operators, retail and food & beverage locations.
- Calgary Outdoor Adventure consumer show.
- Edmonton Snowmobile show.
- Throughout the Kootenay Region.
- Online access via www.tourismgolden.com with click through to advertising businesses websites.
- Online access via Experience Mountain Parks and Kootenay Rockies Tourism.

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RATES & DIMENSIONS

		Width x height	Price
	1/2 Page	7" x 4"	\$1,350
	1/3 Page	7" x 2.75"	\$960
	1/6 Page	7" x 1.32"	\$480
	1/18 Page	3.5" X .75"	\$235

Plus GST

MRDT collecting accommodator offer

We are pleased to announce that MRDT eligible accommodations* who have a Tourism Golden website listing at the time of sign-up for the upcoming Travel Planner are eligible to receive one 1/18 page advert for free.

The value of the free advert may also be used as a credit towards purchasing a larger size advert. Any advert size upgrades are subject to space availability. Priority will be given to businesses purchasing same size adverts in the previous year Travel Planner.

* registered directly with the Ministry of Finance and actively collecting and remitting MRDT in accordance with the list provided by the Ministry of Finance.

DESIGN SPECIFICATIONS

All adverts are designed by Tourism Golden. All you need to provide is the content.

1/2 PAGE

Includes:

- Image
- Logo or Service Icons
- Business Name (Max 38 characters)
- Text (Max 100 words)
- Rates from (Max 5 characters)
- Website URL
- Address
- Phone number

Business Name - Maximum 38 characters
Main body text - maximum 100 words

Rates from \$xx
Website URL
Address
Phone number

Logo or Service Icons

1/3 PAGE

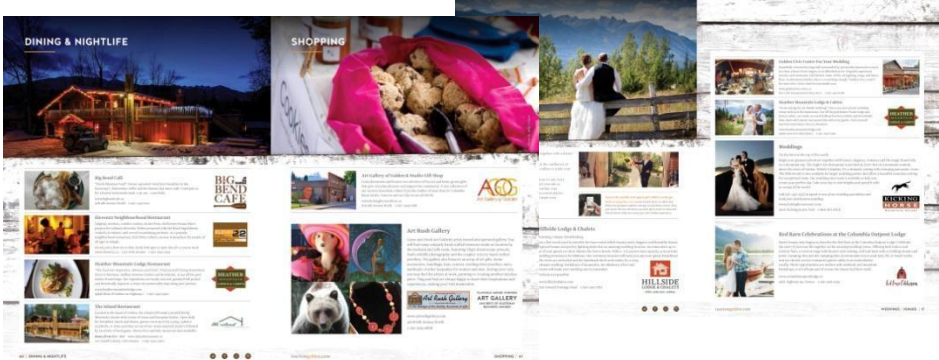
Includes:

- Image
- Logo or Service Icon
- Business Name (max 38 characters)
- Text (max 100 words)
- Rates (max 5 characters)
- Website URL
- Address
- Phone number

Business Name - Maximum 38 characters
Main body text - maximum 100 words

Rates from \$xx
Website URL
Address
Phone number

Logo or Service Icons



1/6 PAGE

Includes:

- Image
- Logo or Service Icons
- Business Name (Max 38 characters)
- Text (Max 50 words)
- Rates from (Max 5 characters)
- Website URL
- Address
- Phone number

IMAGE	<p>Business Name - Maximum 38 characters Main body text - maximum 50 words</p> <p><i>Rates from \$xx</i> Website URL Address Phone number</p>	Logo or Service Icons
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1/18 PAGE

Includes:

- Image or Logo
- Business Name (Max 38 characters)
- Text (Max 20 words)
- Rates from: (Max 5 characters)
- Website URL
- Phone number

IMAGE or LOGO	<p>Business Name - Maximum 38 characters Main body text - maximum 20 words</p> <p><i>Rates from \$xx</i> Website URL Phone number</p>
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Changes to content after submission will be charged at \$85 per advert

SERVICE ICONS

SERVICES



Accommodation businesses can display service icons instead of their logo. (1/18th page adverts do not qualify).

These icons allow visitors to quickly see what services are available at a particular accommodation.

Up to nine icons can be shown. Choose from:

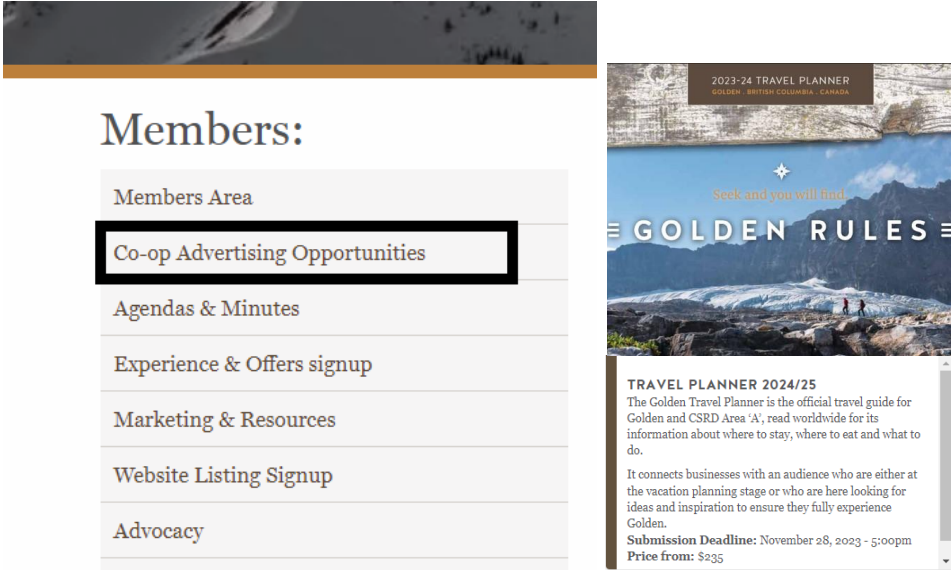
- Bike Friendly
- Sledder Friendly
- Air Conditioned
- Internet Access
- Swimming Pool
- Showers
- Non-Smoking
- Breakfast Included
- Sauna
- Auto Plug-ins
- Restaurant
- Outdoor BBQ/Grill
- Free Wi-Fi
- Wheelchair Access
- Lounge/Bar
- RV Sites
- Full Hookups
- Pets by Arrangement
- Fitness Room
- Picnic Area
- Kitchenette
- Cable or Satellite TV
- Hot Tub
- Fire Pits
- Parking for Trailers

HOW TO SIGN UP

Signing up to a Travel Planner listing can be done via the Tourism Golden website.

Just visit the Members area on TourismGolden.com and go to the Co-op Advertising Opportunities page where you will see 2024/25 Travel Planner. Complete the form, attaching your image and logo. Then just click the submit button.

Sign up on our website in our [Coop Advertising Opportunities](#) page:



The image shows a screenshot of a website's 'Members:' section. On the left is a vertical menu with the following items: 'Members Area', 'Co-op Advertising Opportunities' (highlighted with a black border), 'Agendas & Minutes', 'Experience & Offers signup', 'Marketing & Resources', 'Website Listing Signup', and 'Advocacy'. To the right is a preview of the '2023-24 TRAVEL PLANNER GOLDEN BRITISH COLUMBIA CANADA'. The cover features a scenic mountain landscape with the text 'Seek and you will find.' and 'GOLDEN RULES'. Below the cover is a text box with the following information: 'TRAVEL PLANNER 2024/25', 'The Golden Travel Planner is the official travel guide for Golden and CSRD Area 'A', read worldwide for its information about where to stay, where to eat and what to do.', 'It connects businesses with an audience who are either at the vacation planning stage or who are here looking for ideas and inspiration to ensure they fully experience Golden.', 'Submission Deadline: November 28, 2023 - 5:00pm', and 'Price from: \$235'.

Sign Up Now

The deadline for submission is November 28, 2023.

If you have any questions email info@tourismgolden.com