

# 2016

# atlantic Boating guide



*Atlantic Boating Guide* is Atlantic Canada's premiere boating guide, offering readers all of the details they need to boat around Atlantic Canada. Inside you will find the best boating destinations in Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland, along with detailed marina listings and services. This guide also includes details on the most popular events in each region along with personal stories and advice from boaters who know Atlantic Canada's waters the best.

Include your message in **the only regional boating guide** dedicated to sailors and power boaters alike within Atlantic Canada.

## MAGAZINES ARE #1 IN ROI

Studies from Canada and around the world prove that, dollar-for-dollar, magazines deliver more bang for the media buck. Magazine advertising efficiently motivates readers to buy.

## A LASTING MESSAGE

The average magazine issue is read over several reading occasions: 3.2 reading occasions per reader. The result is that your ad has the potential to be noticed, read and remembered time and time again.

*Source: Magazine Page Exposure, Audits & Surveys*

## DISTRIBUTION

10,000 copies distributed to visitor information centres, marine outlets, retailers, boat shows and special events throughout Atlantic Canada.

## BARB MCCONNELL

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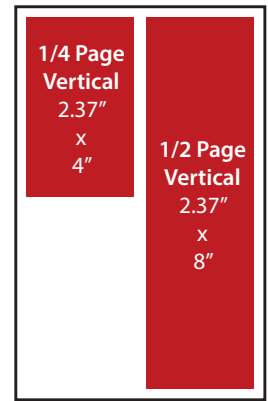
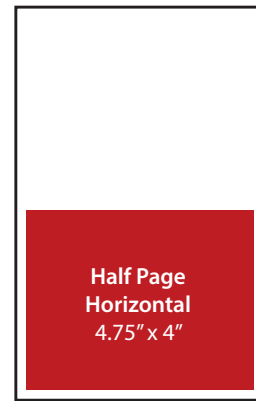
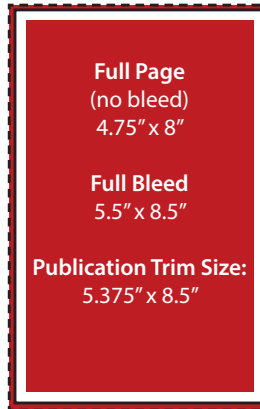


**BOOK  
TODAY!  
SPACE IS  
LIMITED**



## NET ADVERTISING RATES

Print Ad Size	1x
Full Page	\$675
1/2 page H/V	\$375
1/4 Page V	\$250
Double Page Spread	\$1200
Outside Back Cover	\$850
Inside Back Cover/ Inside Front cover	\$750
Hyperlink on ad	\$75



### 10% discount for AMTA Members

Preferred position add 15%. Multi-page buys on request. Insert rates available upon request. Rates are net.

## 2016 SCHEDULE

**Published:** January 2016

**Ad Booking Deadline:** November 2, 2015

**Artwork Deadline:** November 6, 2015

## AD PRODUCTION

Metro Guide Publishing is pleased to offer ad design and production services if required at a nominal rate of \$60/hr.

## GENERAL INFORMATION

Advertising rates are net—prices do not include taxes. Invoices are issued on publication and are payable in 30 days. Cancellations must be received in writing 60 days prior to publication date.

## MECHANICAL REQUIREMENTS

- Preferred file format for supplied ads is press quality pdf (PDF/X-1a).
- Supplied ads may also be sent as native files. Preferred programs include Indesign, Illustrator and Photoshop. We cannot accept MS Word files. Include all fonts and image files. Please supply a jpeg or PDF proof for comparison.
- All colours must be CMYK. Images must be 300 dpi at 100% printed size.
- Files under 5MB can be sent by email. Larger files should be submitted via our FTP site or sent on a CD. Contact us for more information.

## NEW FOR 2015 THE DIGITAL EXPERIENCE

### FLIPBOOK

The flipbook is an interactive digital version of the Guide promoted by Atlantic Marine Trades Association, so easily found by anyone searching online for boating information. This flipbook is easy to navigate on any device that has a browser and can display HTML5, and can be downloaded for off-line access.

Capture the attention of customers on standard computers by purchasing a banner ad or by adding audio or video to your print ad and directing viewers to your website or promotional landing pages.



Flipbook Top Banner 2500 x 60 pixels

Live area: 1280 pixels wide Background colour only

## DIGITAL EDITION ADVERTISING RATES

	WITH PRINT AD	WITHOUT PRINT AD
<b>Flipbook</b>		
<b>FLIPBOOK TOP BANNER AD</b>	\$250	\$300
Readers can click the ad to link directly to your website. Accepted file formats include .png, .gif or .jpeg		
<b>FLIPBOOK INTRO AREA STATIC AD</b>		
<b>Left of Front Cover</b>	\$350	\$500
SPECS: 400 x 400 pixels @ 72 DPI Accepted file formats include .png, .gif or .jpeg Drive memorability and create a deeper user experience and more involved messaging.		
<b>Flipbook</b>		
<b>AD WITH EMBEDDED VIDEO &amp; AUDIO</b>	\$250	N/A
Portray your information in a more engaging way. Note: Videos should not exceed 2 minutes in length Accepted file formats include .mov .mp4 or .flv or stream direct from YouTube		
<b>AD WITH EMBEDDED AUDIO BUTTON</b>	\$250	N/A
Introduce sound into your ad. Accepted file format .mp3		