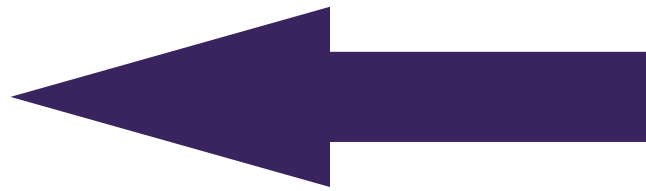




**Do you want  
people to  
eat, play or stay  
with you?**

**Then you need to  
be seen here!**



**EatPlayStay**  
*Airdrie*  
AND AREA

**Airdrie's 2018/19 tourism guide  
is now booking!**

The ONLY Airdrie publication available across southern Alberta at Visitor Info Centres!

# AIRDRIE'S ONLY TRUE TOURISM GUIDE!



*"Eat Play Stay Airdrie does a fantastic job of spreading the word of all the great attractions and restaurants that Airdrie has to offer and why it makes a great destination to visit within Alberta."*

*Kent Rupert, Airdrie Economic Development*



## YOUR BUSINESS NEEDS THIS GUIDE!

Cost effective - provides one full year of advertising

Long term exposure - this guide is kept and referred to regularly

Distribution of **40,000** copies the LARGEST of any Airdrie focused publication

Available across Southern Alberta at key Visitor Info Centres including: Canmore, Drumheller, Calgary Airport & Calgary Tower

Found **EVERYWHERE** around Airdrie including hotels, restaurants, event venues and CrossIron Mills  
**YEAR ROUND**

Inserted into the summer issue of airdrielifemagazine delivered to ALL households in Airdrie, Crossfield and more than **175 racks** in Airdrie and Calgary

Web and social media presence extends your reach

Editorial support and Map Locators

Highlighted Hotel and Restaurant Listings

Professionally designed ads



Are you a restaurant or food provider? Ask about TASTE AIRDRIE and get in on the extra promotion with airdrielifemagazine!

Booking Deadline: April 12, 2018

Material Deadline: April 16, 2018

Street Date: May 14, 2018

Contact:

Wendy Pratt 403.863.4785

wendy@frogmediainc.ca

**The ONLY Airdrie publication available across southern Alberta at Visitor Info Centres!**



A few of our favourite places to grab a bite, a glass of vino or a coffee, and let someone else do the dishes!

**Good Earth Coffeeshouse** is more than a coffeehouse; it has become Airdrie's unofficial arts hub, featuring live music and a rotating display of local art on the walls. It is also the meet-up place for everyone, from knitters to painters, writers and musicians. The outdoor patio in the summer is a bonus as is the beer and wine menu after 5 p.m.

**Rose Rosso/Ilforno** offers true Italian cuisine at its tucked-away location with two levels of flavour on Kingsview Boulevard. Upstairs, it's fine dining

with fresh pastas, succulent steak and seafood. Downstairs, the ilforno oven takes centre stage, providing authentic pizzas and Italian twists on your favourite lunchtime items.

**A Fine Balance** is primarily a catering company, but thankfully for those of us who love Indian food, a daily lunchtime menu (they now have a few tables so you can stay and eat in) provides savoury dishes such as chicken tikka and of course the butter chicken that has become the talk of the

Get bonus editorial content FREE to all advertisers!

# EatPlayStay

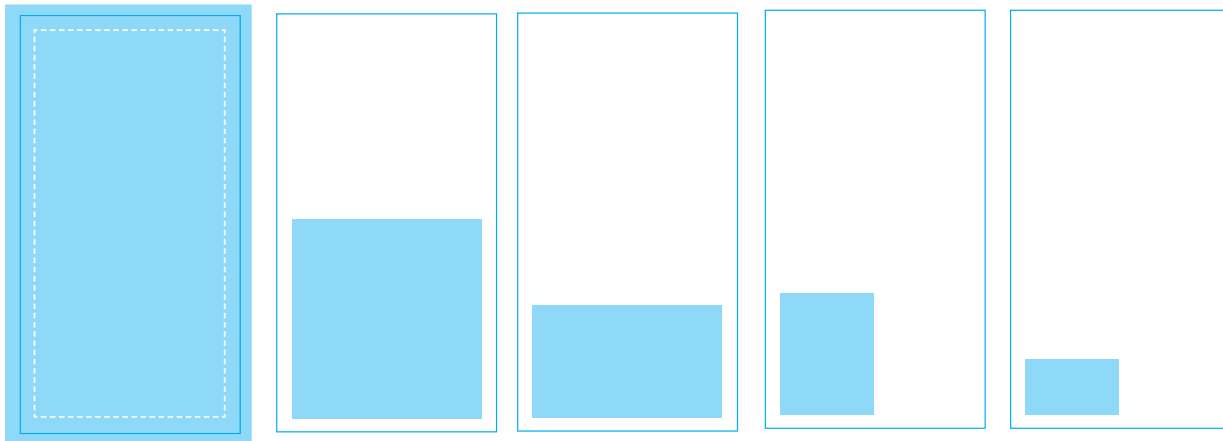
Airdrie AND AREA

Booking Deadline April 12, 2018  
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### Why Print Still Rules in Tourism Marketing;

The magazine-reading experience is different. Print magazines are everything online publishers want:

- They continue to be the ultimate engagement vehicle. Research has shown people are more focused when reading print than when listening to radio or watching TV
- It is easier to hold and flip-through a detailed printed piece.
- It is more difficult to view multiple pages on an electronic device
- When an Internet connection is erratic or non-existent, a printed piece is invaluable and necessary
- A printed piece offers a big picture view of a location or area, whereas viewing an entire location on a mobile or tablet is challenging and sometimes impossible



full page

6.5" x 11.25"  
(bleed)  
5" x 9.75"  
(no bleed)  
6" x 10.75"  
(trim)

half page

5" x 4.75"

third page

5" x 3.125"

sixth page

2.375" x 3.125"

twelfth page

2.375" x 1.5"

## SUBMISSION REQUIREMENTS

Keep type 1/8" to 1/4" away from the trim edge; all files submitted must be 300 dpi or higher, in the following formats pdf, eps, tiff or jpg; all images and logos (including embedded files) must be CMYK and 300 dpi or higher; and, when submitting eps files ensure all text is converted to outlines or curves. Files 5 MB or less can be emailed direct to WENDY@frogmediainc.ca



Eat Play Stay is published annually by Frog Media Inc.  
Suite 509-203-304 Main St Square, Airdrie, AB T4B 3C3

The ONLY Airdrie publication available across southern Alberta at Visitor Info Centres!



## 2018/19 Annual Rates

Full Page	\$ 2000
Back Page	\$ 2400
1/2 page	\$ 1300
1/3 page	\$ 900
1/6 page	\$ 650
1/12 page	\$ 375



Non-profits receive a 50% discount

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Yes! I want to advertise in the 2017 Eat Play Stay Airdrie Guide.  
Ad size (check one)  full  1/2  1/3  1/6  1/12

### Advertiser

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Do you require *airdrielifelife* to design your ad?

yes          no

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### Accounts Payable Contact

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

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Email your completed contract to: [WENDY@FROGMEDIAINC.CA](mailto:WENDY@FROGMEDIAINC.CA)  
or fax to 403.770.8762

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