

# Reserve Now and Save

**Early Bird discount:  
Receive 5% off  
when you sign up  
by February 15, 2016**

*In addition to the hard  
copy, your ad will appear  
in the mobile edition of  
this magazine.*

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## Suggested Design Template

### **Business Card:**

name, photo, 20 - 25 words,  
website, address & phone

### **Double Card:**

name, photo, logo, 25 - 40 words,  
website, address & phone

### **Triple Card:**

name, 2 photos, logo, 40 - 55 words,  
website, address & phone

### **Four Cards:**

name, 2 + photos, logo, features,  
contact info

**As a sponsor you will  
receive 25 copies of the  
Commemorative Tour Map**

## Be Part of our Travelling Companion

CMI Publishing, publishers of Experience the Mountain Parks, and The Jasper Map, is pleased to announce we've been authorized to reprint this popular Commemorative Tour Map.

Businesses, especially those who cater to travellers, will want your marketing message on this user-friendly, full-colour, companion piece used extensively by the Information Centres within the area.

Originally printed in 1998 to commemorate the 100th anniversary of the Rocky Mountain Coal Branch, this guide features a detailed coal mining map on one side. On the other, is a unique overview of the railway and the communities it served. Sponsors are invited to purchase blocks of space to promote your products and services.



**Sponsor this Valuable Map  
Companion given FREE to Travellers**



# T COAL MINE TOUR MAP

OF THE ROCKY MOUNTAIN BRANCH OF  
THE CANADIAN INSTITUTE OF MINING

## 2016 Advertising Contract

Advertisers to provide print ready files to the publisher's specifications.  
Please refer to our Specifications Sheet.

*Reserve Space by April 15, 2016 | Artwork by April 22, 2016*

Street Date: June 1, 2016 | Print Run: 10,000 copies

Perhaps the best coal mine tour map in the area

Select Ad	Size	Width x Height (Inches)	Rate (Full Colour)
	Business Card	3.50 x 1.73	\$495
	Double Card	3.50 x 3.71	\$945
	Triple Card	3.50 x 5.69	\$1,295
	Four Cards	3.50 x 7.67	\$1,595
	Outside Back Cover	3.50 x 7.50	\$1,795

*\*add 15% for specific ad placement on page*

Contact Ray Johnson (780) 387-6847; Ray@CMIPublishing.ca,  
Bob Harris (403) 259-8290; Bob@CMIPublishing.ca

I, \_\_\_\_\_, representing \_\_\_\_\_  
commit to the media buy as selected above. I understand that a 50% Deposit is required at the time of signing with  
the balance due April 22, 2016.

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

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

Email: \_\_\_\_\_ Authorization: \_\_\_\_\_

*Please make cheque payable to CMI Publishing, or pay by Credit Card now for your convenience*

Please complete this form and email it to Bob@CMIPublishing.ca or fax it to  
(403) 259-3365, or mail it to 116 Parkview Way SE, Calgary, AB, T2J 4M8



# T COAL MINE TOUR MAP

OF THE ROCKY MOUNTAIN BRANCH OF  
THE CANADIAN INSTITUTE OF MINING

## Specification Sheet

**Material Deadline:  
April 22, 2016**

Size	W x L
Business Card	3.50 x 1.73
Double Card	3.50 x 3.71
Triple Card	3.50 x 5.69
Four Cards	3.50 x 7.64
Outside Back	3.50 x 7.50



### File Requirements:

- Please submit files at proper size in a print ready pdf. (Publisher and Word documents are not accepted.)
- All images within your ad must be CMYK @ 300dpi (No pantone colours)

### How to Submit Ad Material:

- Please email all ads under 7MB to Christine our designer at [ckarchewski@extenddesign.ca](mailto:ckarchewski@extenddesign.ca)
- If the file exceeds 7MB please use third party file transfer such as [www.wetransfer.com](http://www.wetransfer.com).

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*If you require design assistance CMI Publishing can provide this service, however additional charges will apply. Please inquire for further information.*

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