



Greetings,

The Town of Inuvik is excited to invite you to participate in the **24th Annual Inuvik and Beaufort Delta Attraction & Service Guide**. Every year we distribute **30,000** copies of the guide. The guide will be distributed outside of Inuvik to over **750 various locations** in the **NWT, Alberta, British Columbia, Yukon and Alaska**. We also ensure that they are to be provided locally to visitors, residents, and hotel guests.

Our office is busy working on the **2024 Inuvik & Beaufort Delta Attraction & Service Guide** and we do not want you to miss the opportunity to join us. The Town of Inuvik is proud to promote our local businesses and community partners to visitors from across Canada and beyond. The guide is a great opportunity to gain exposure, vitalize your business and to share a common goal of promoting Inuvik and the services and amenities we offer to both residents and visitors.

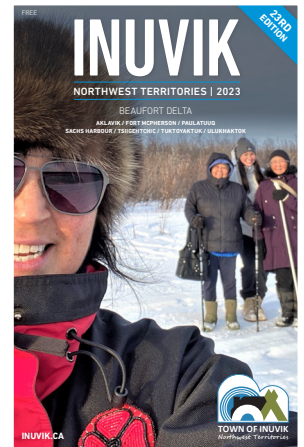
We understand this year has presented a lot of uncertainties for the small businesses in the region and we continue to be amazed by the resilience you have demonstrated. When the time is right, we look forward to welcoming business and leisure travellers back to Inuvik.

The Town of Inuvik works in partnership with *PR Services* located in Whitehorse, Yukon to produce our guide. *PR Services* is a publishing and distribution company that is willing to prepare an advertisement based on your existing brand and business. If you do not have an advertisement ready to go, that is no problem. *PR Services* is willing to **professionally design** one for you at **no additional cost**. If you have not yet advertised your business, we are the place to start.

If you would like to advertise with us this year in our guide, please find enclosed the following:

- **2024 Pricing List**
- **2024 Insertion Order form**

Should you wish to participate, please submit your signed insertion form no later than Tuesday, October 31, 2023.



Sincerely,

OLIVIA INGLANGASAK

Marketing & Communications Coordinator

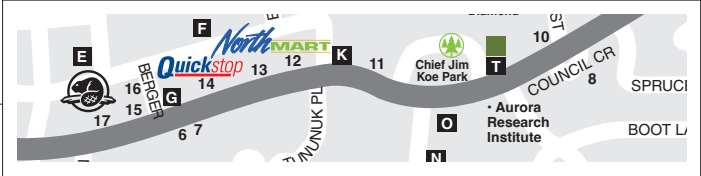
PHONE 867.777.8635 **EMAIL** TOURISM@INUVIK.CA

WEBSITE WWW.INUVIK.CA **ADDRESS** PO BOX 1160, 190 MACKENZIE RD, INUVIK, NT X0E 0T0



LOGOS

FULL COLOR LOGO
 Positioned on a Map \$75.00



DISPLAY ADVERTISING

1/4 PAGE AD
 Vertical - 2.33" wide x 3.74" high
 Horizontal - 4.843" wide x 1.85" high
 1/4 (Ad Space) Page Ad \$875.00

1/3 PAGE AD
 Vertical - 2.33" wide x 5.157" high
 Horizontal - 4.843" wide x 2.52" high
 1/3 (Ad Space) Page Ad \$995.00

1/2 PAGE AD
 Vertical - 2.33" wide x 7.75" high
 Horizontal - 4.843" wide x 3.74" high
 1/2 (Ad Space) Page Ad \$1395.00

FULL PAGE AD
 Page inside trim - 4.843" wide x 7.75" high
 Page bleed on left, top and right - 5.625" wide x 8.625" high
 Page (Ad Space) \$2695.00
 Back page, inside front cover & inside back page add 10%

Production and design is included with all ads.

We currently support most industry leading software on both Mac and PC platforms. All elements should be included such as images and fonts used to create the ad. We prefer images supplied to be CMYK which are 300 dpi at the size they will be printed. Corel Draw, Adobe Pagemaker and Microsoft Publisher are not supported. These have to be provided as PDF or EPS with all text converted to curves.

A 10% discount will be offered if participating in 2 or more publications. Terms are 1/2 deposit, balance billed 30 days after invoice date.

1/4 Page Horizontal
 4.843" wide
 x
 1.85" high

1/3 Page Horizontal
 4.843" wide
 x
 2.52" high

Page inside trim
 4.843" wide
 x
 7.75" high

Page with bleed
 on left, top and right
 5.625" wide
 x
 8.625" high

1/4 Page Vertical
 2.33" wide
 x
 3.74" high

LPA
 2.208" wide x
 1.378" high

SLPA
 2.208" wide
 x
 1.968" high

1/2 Page Horizontal
 4.843" wide
 x
 3.74" high

1/2 Page Vertical
 2.33" wide
 x
 7.75" high

1/3 Page Vertical
 2.33" wide
 x
 3.74" high



DISTRIBUTION

- 750 Locations in the Provinces and Territories
 - NWT
 - Alberta
 - British Columbia
 - Yukon
 - Alaska
- Conferences and Tradeshows in various locations
 - Yellowknife
 - Whitehorse
 - Calgary
 - Toronto
 - Vancouver
 - Others
- Service stops, Parks and Campsites
- Visitor Centres
- Businesses thought out the Provinces and Territories Listed above
- Provided Locally to Visitors, Residents and Hotel Guest
- Digital copies posted on the "Town of Inuvik" and "PR Services" websites
 - Inuvik website www.inuvik.ca
 - PR Services website www.yukoninfo.com
- Provided electronically to visitor Inquires via email @ tourism@inuvik.ca as requested
- Provided to visitor inquires via Canada post mail request

PRINTED

- 30,000 Copies Printed

LOCAL IMPACT

- Providing our visitors, guest and residents with information about businesses provided in the North
- Promoting Local Businesses
- Including new components
 - Inuvik Bucket-List Challenge
 - Sightseeing check list
 - Fold-out takeaway map
 - List of free things to do in Inuvik (suggestion are welcome)
 - Local Business coupons
- Any revenue and/or profit from the Inuvik Guide are generated for tourism and other events to promote and market Inuvik



PRICING PACKAGES

		SIK SIK PACKAGE	PTARMIGAN PACKAGE	REINDEER PACKAGE	BEAR PACKAGE	CARIBOU PACKAGE	MUSKOX PACKAGE
	STAND ALONE COST	\$100	\$200	\$500	\$1,000	\$1,800	\$2,500
REGULAR LISTING	\$95	✓	✓	✓	✓	✓	✓
LPA	\$295						
SLPA	\$395			✓		✓	
FULL COLOR LOGO	\$75		✓	✓	✓	✓	✓
1/4 PAGE AD	\$875						
1/3 PAGE AD	\$995				✓		
1/2 PAGE AD	\$1,395					✓	
PAGE AD	\$2,695						✓
250 BUSINESS CARDS	\$20	✓	✓	✓	✓	✓	✓
250 RACK CARDS	\$35		✓	✓	✓	✓	✓
SAVED		\$15	\$25	\$120	\$220	\$215	\$420



SIK SIK PACKAGE - \$100 (SAVE \$15)

REGULAR LISTING

FARMER'S MARKET

ARCTIC MARKET 15
 Authentic handmade arts, baked goods,
 fresh arctic vegetables and more.
 123 Gwich'in Rd.....(867) 777-8618

250 Business Cards
(3.5" x 2")

PTARMIGAN PACKAGE - \$200 (SAVE \$25)

REGULAR LISTING

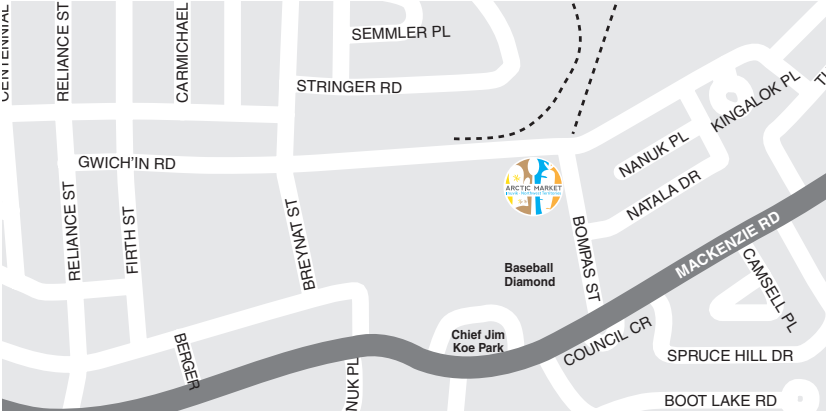
FARMER'S MARKET

ARCTIC MARKET 15
 Authentic handmade arts, baked goods,
 fresh arctic vegetables and more.
 123 Gwich'in Rd.....(867) 777-8618

250 Business Cards
(3.5" x 2")

250 Rack Cards
(4" x 9")

FULL COLOUR LOGO





REINDEER PACKAGE - \$500 (SAVE \$120)

REGULAR LISTING

FARMER'S MARKET

ARCTIC MARKET 15
 Authentic handmade arts, baked goods,
 fresh arctic vegetables and more.
 123 Gwich'in Rd.....(867) 777-8618

250 Business Cards
 (3.5" x 2")

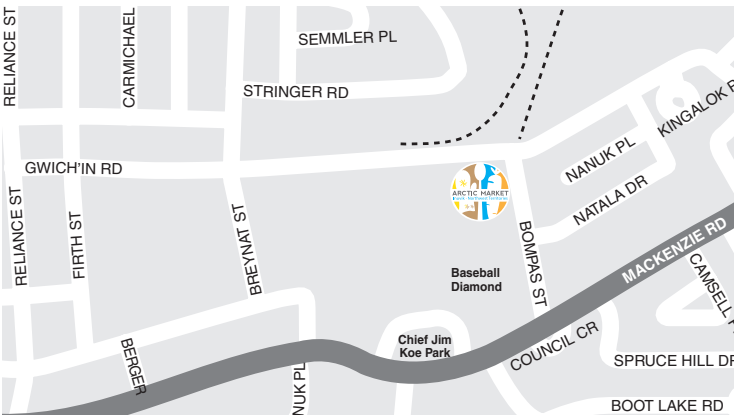
250 Rack Cards
 (4" x 9")

SUPER LISTING PAGE AD (SLPA)

**LOCALLY SOURCED
 LOCALLY CRAFTED
 LOCALLY GROWN**

THE ARCTIC MARKET TAKES PLACE ALL YEAR
 ROUND AND SHOWCASES A VARIETY OF TRULY
 AUTHENTIC HANDMADE ARTS, HOMEMADE BAKED
 GOODS, FRESH ARCTIC VEGETABLES AND MORE.
 FIND US ON FACEBOOK - ARCTIC MARKET

FULL COLOUR LOGO





BEAR PACKAGE - \$1000 (SAVE \$220)

REGULAR LISTING

FARMER'S MARKET

ARCTIC MARKET 15
 Authentic handmade arts, baked goods,
 fresh arctic vegetables and more.
 123 Gwich'in Rd.....(867) 777-8618

250 Business Cards
 (3.5" x 2")

250 Rack Cards
 (4" x 9")

1/3 PAGE AD

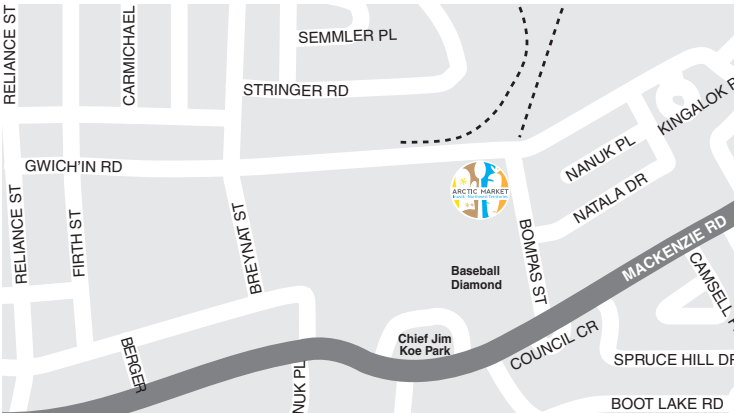
**LOCALLY SOURCED
 LOCALLY CRAFTED
 LOCALLY GROWN**

THE ARCTIC MARKET TAKES PLACE ALL YEAR ROUND
 AND SHOWCASES A VARIETY OF TRULY AUTHENTIC
 HANDMADE ARTS, HOMEMADE BAKED GOODS,
 FRESH ARCTIC VEGETABLES AND MORE.

FIND US ON FACEBOOK -
 ARCTIC MARKET




FULL COLOUR LOGO





CARIBOU PACKAGE - \$1800 (SAVE \$215)

REGULAR LISTING

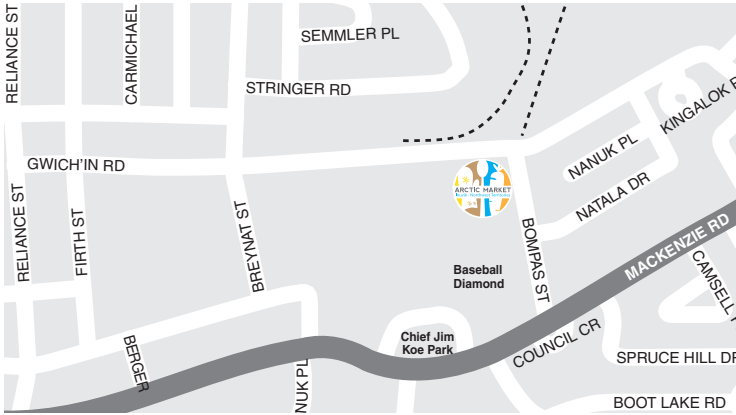
FARMER'S MARKET

ARCTIC MARKET 15
 Authentic handmade arts, baked goods,
 fresh arctic vegetables and more.
 123 Gwich'in Rd.....(867) 777-8618

250 Business Cards
 (3.5" x 2")

250 Rack Cards
 (4" x 9")

FULL COLOUR LOGO



1/2 PAGE AD

**LOCALLY SOURCED
 LOCALLY CRAFTED
 LOCALLY GROWN**

THE ARCTIC MARKET TAKES PLACE ALL YEAR
 ROUND AND SHOWCASES A VARIETY OF TRULY
 AUTHENTIC HANDMADE ARTS, HOMEMADE BAKED
 GOODS, FRESH ARCTIC VEGETABLES AND MORE.
 FIND US ON FACEBOOK - ARCTIC MARKET




WWW.INUVIK.CA



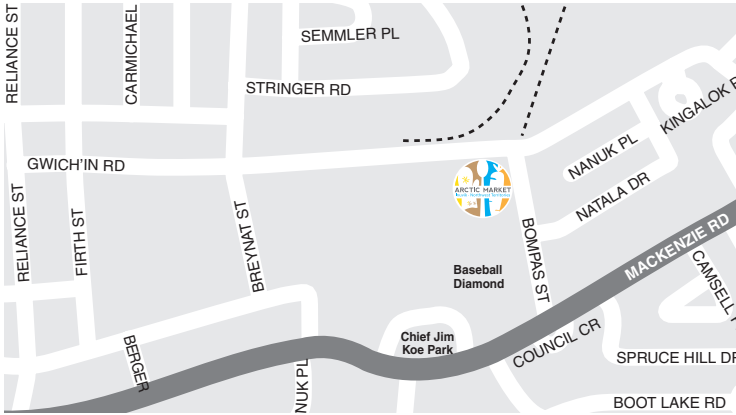
MUSKOX PACKAGE - \$2500 (SAVE \$420)

REGULAR LISTING

FARMER'S MARKET

ARCTIC MARKET 15
 Authentic handmade arts, baked goods,
 fresh arctic vegetables and more.
 123 Gwich'in Rd.....(867) 777-8618

FULL COLOUR LOGO



PAGE AD Not drawn to scale. Page ad size is 4.843" x 7.75".

**LOCALLY SOURCED
 LOCALLY CRAFTED
 LOCALLY GROWN**

THE ARCTIC MARKET TAKES PLACE ALL YEAR ROUND AND SHOWCASES A VARIETY OF TRULY AUTHENTIC HANDMADE ARTS, HOMEMADE BAKED GOODS, FRESH ARCTIC VEGETABLES AND MORE. FIND US ON FACEBOOK - ARCTIC MARKET




250 Business Cards

Not drawn to scale
 Business card size is 3.5" x 2"

250 Rack Cards

Not drawn to scale
 Rack card size is 4" x 9"

INUVIK GUIDE 2024 INSERTION ORDER FORM



Company Name		Date	
Street Address		Email	
Town		Postal Code	
		Phone	

AD DESCRIPTION	COST	QUANTITY	TOTAL
LISTINGS			
REGULAR LISTING Name, 2 Lines of info, Address, Phone	\$95.00		
2ND LISTING Under Different Heading	\$75.00		
EXTRA LINE OF INFORMATION	\$25.00		
LPA - LISTED PAGE AD	\$295.00		
SLPA - SUPER LISTING PAGE AD	\$395.00		
LOGO			
FULL COLOR LOGO (positioned on a map)	\$75.00		
DISPLAY ADVERTISING			
1/4 PAGE AD - Vertical / Horizontal	\$875.00		
1/3 PAGE AD - Vertical / Horizontal	\$995.00		
1/2 PAGE AD - Vertical / Horizontal	\$1,395.00		
PAGE AD	\$2,695.00		
PAGE AD - Cover	\$2,964.50		
COUPON			
VALUE PACKAGES			
SIK SIK PACKAGE Regular Listing, 250 Business Cards	\$100.00		
PTARMIGAN PACKAGE Regular Listing, Full Colour Logo, 250 Business Cards, 250 Rack Cards	\$200.00		
REINDEER PACKAGE Regular Listing, SLPA, Full Colour Logo, 250 Business Cards, 250 Rack Cards	\$500.00		
BEAR PACKAGE Regular Listing, Full Colour Logo, 1/3 Page AD, 250 Business Cards, 250 Rack Cards	\$1000.00		
CARIBOU PACKAGE Regular Listing, SLPA, Full Colour Logo, 1/2 Page AD, 250 Business Cards, 250 Rack Cards	\$1800.00		
MUSKOX PACKAGE Regular Listing, Full Colour Logo, Full Page AD, 250 Business Cards, 250 Rack Cards	\$2500.00		
PLEASE NOTE: Terms are 1/2 deposit, balance billed 30 days after invoice date.	Subtotal		
	GST		
	TOTAL		

AUTHORIZED BY: (Print Name) _____

SIGNATURE: _____ **DATE:** _____

As part of our continued efforts to support small businesses, we will now be adding all advertisers and their business contact information to our online Town of Inuvik Business Directory. Please check here if you **DO NOT** want to be added.