



2025 Advertising Rate Card





Alberta Conservation Association Printed Advertising

Alberta Conservation Association (ACA) publishes three times a year: two biannual issues of *Conservation Magazine*, and an annual issue of *Alberta Discover Guide*. These free publications reach over 35,000 hunters, anglers and outdoor enthusiasts every year.

Both print and digital versions are available, with the digital editions replicating the print versions exactly, including all advertisements.

Rate Schedule

The rate schedule is based the amount of advertisement placements across all three publications.

For advertising sales and submissions, contact:

Ken Kranrod, advertising@ab-conservation.com 780-410-1989

File Format:

ALL digital files must be supplied strictly as a 300dpi CMYK PDF, sheet-fed press optimized with fonts embedded or converted to paths. NO other file formats will be accepted.

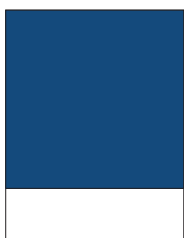
Ad material must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

All advertising copy is subject to approval of the Publisher.

Ad Size	Specs	1x	2x*	3x*
Outside Back Cover	8.25"w x 8.50"h +0.25" Bleed	\$ 3,500	\$ 2,800	\$ 2,450
Inside Cover (front or back)	8.25"w x 10.75"h +0.25" Bleed	\$ 2,500	\$ 2,000	\$ 1,750
Full Page	8.25"w x 10.75"h +0.25" Bleed	\$ 2,000	\$ 1,600	\$ 1,400
½ page – Horizontal	7.25"w x 4.75"h	\$ 1,500	\$ 1,200	\$ 1,000
½ page – Vertical	3.53"w x 9.75"h	\$ 1,500	\$ 1,200	\$ 1,000
¼ page	3.53"w x 4.75"h	\$ 1,200	\$ 950	\$ 850
⅛ page	3.53"w x 2.3"h	\$ 800	\$ 650	\$ 550

* Cost is per ad placement when placed in respective amount of multiple publications.

Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



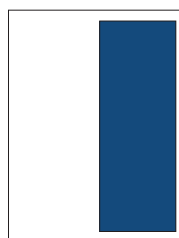
Outside Back Cover
8.25"w x 8.50"h
+ 0.25" Bleed



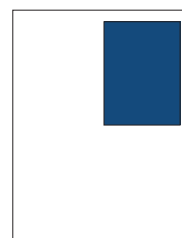
Full Page / Inside Covers
8.25"w x 10.75"h
+ 0.25" Bleed



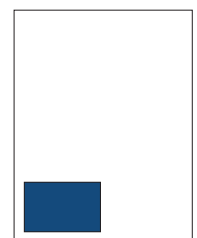
1/2 Page Horizontal
7.25"w x 4.75"h



1/2 Page Vertical
3.53"w x 9.75"h



1/4 Page
3.53"w x 4.75"h



1/8 Page
3.53"w x 2.3"h



Alberta Conservation Association Print Publications



Conservation Magazine

Spring/Summer 2025

Ad Booking Deadline:

February 14, 2025

Ad Material Submission Deadline:

March 14, 2025

Fall/Winter 2025

Ad Booking Deadline:

June 13, 2025

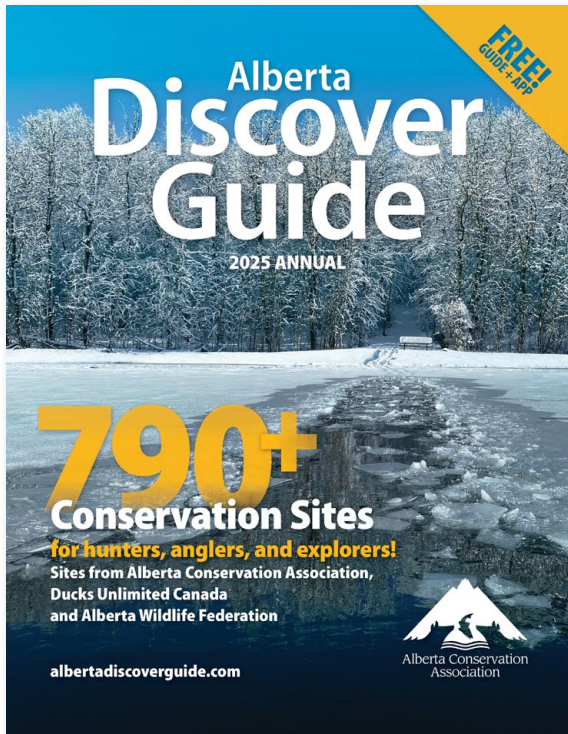
Ad Material Submission Deadline:

July 18, 2025

Conservation Magazine is published twice a year. In every issue, our readers discover the people, research, and education impacting Alberta's wildlife, fish, and habitat, and learn more about the connection between conservation and hunting and fishing.

Distribution:

- 15,000 hard copies per issue distributed through subscription, trade shows, and industry events
 - Distributed at 15+ trade shows and events
 - Over 13,000 subscription base
- ISSUU Digital format on ab-conservation.com



Alberta Discover Guide

2026 Annual

Ad Booking Deadline:

August 29, 2025

Ad Material Submission Deadline:

September 26, 2025

The **Alberta Discover Guide** features over 790 conservation sites in Alberta. A great resource for Albertans and visitors, this guide makes sites easy to find for hunters, anglers, and outdoor enthusiasts. It's also available as a free app and online at www.albertadiscoverguide.com.

Distribution:

Approximately 25,000 hard copies are distributed across the province through subscription and at over 300 locations including hunting and fishing licence retailers, Travel Alberta and community visitor information centres, industry trade shows, conferences, and events.

Alberta Discover Guide: Digital Advertising



The free digital guide is the go-to resource for anglers and hunters—www.albertadiscoverguide.com receives over 198,000 page views/year. Online or on the app, navigating conservation sites and stocked lakes is just a click away.

Ad Type

Site Leaderboard - Run of site - 5 ad rotation / 12 months	\$5,000.00
App Banner - Run of site - 5 ad rotation / 12 months	\$1,500.00

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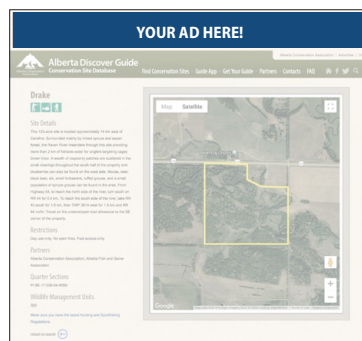
ALL digital ad files must be supplied correctly sized (see below) as PNG or JPG files.

NO other file formats will be accepted.

Ad material must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

All advertising copy is subject to approval of the Publisher.

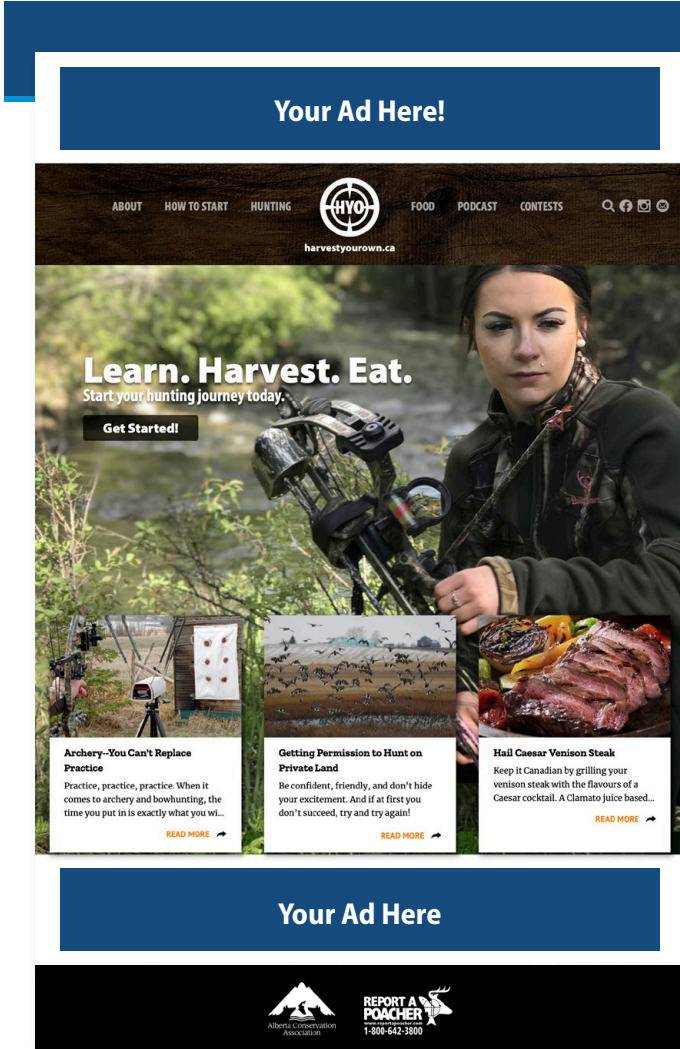
Advertising with Alberta Conservation Association supports our publications and conservation efforts in Alberta.



Leaderboard
1500px w x 200px h



Banner
640px w x 100px h



HarvestYourOwn: Digital Advertising

This social media initiative targets new and seasoned Alberta hunters with how-to videos, articles, and contests. On Facebook, Instagram, and www.harvestyourown.ca, we help hunters have success in the field and the kitchen.

Ad Type

Site Leaderboard:	\$1,500.00
- Run of site	
- 5 ad rotation / 1 x year	
Banner:	\$1,250.00
- Run of site	
- 5 ad rotation / 1 x year	
Tower:	\$500.00
- Article specific	
- 5 ad rotation / 1 x year	

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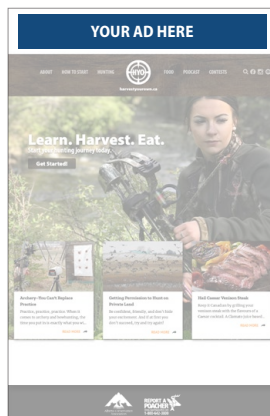
File Format:

ALL digital ad files must be supplied correctly sized as RGB PNG/JPG files. **NO** other file formats will be accepted.

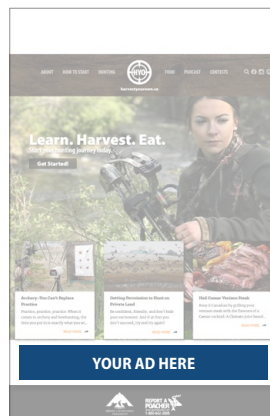
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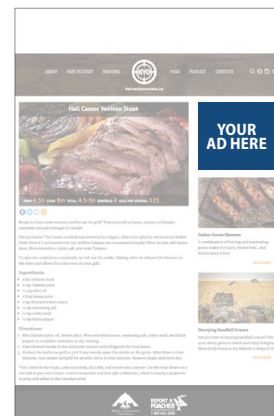
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Leaderboard
1500px w x 200px h



Banner
1500px w x 200px h



Tower
440px w x 378px h