2027 Visitor Guide Advertising Prices

The 2027 Visitor Guide is leaning into what sets our region apart, from the dinosaurs that once crossed this land, to wilderness shaped by the people who came before us, to the farms and kitchens that feed the north. Told through our destination brand, these stories invite readers to go farther into the north they didn't expect.

The guide is written for those who make their way here and those who find it, and for the businesses that make the trip worth taking.

Your ad places you inside that story.

AD SIZES AND PRICING

	MEMBER	NON-MEMBER
Centre Spread 16" W x 9" H | 1 available	$2,955	$3,500
Outside Back Cover 8" W x 9" H | 1 available	$2,030	$2,350
Inside Front or Inside Back Cover 8" W x 9" H | 1 front and 1 back available	$1,740	$2,350
Full Page 8" W x 9" H | 10 available	$1,370	$2,060
Half Page Horizontal 8" W x 4.125" H | 5 available	$1,050	$1,500
Half Page Vertical 3.9167" W x 9" H | 5 available	$1,050	$1,500
Quarter Page 8" W x 2.25" H | 16 available	$575	$1,035
Listing Only* NEW Name, address, website, phone number	$50	$250

**Listings are optional and only available to small businesses.*

ADVERTORIAL FEATURES NEW

Tell your story in the guide's own storytelling style. Share your key messages, photos and logo, and GPRTA writes and designs the feature. Available to members and municipalities only.

	MEMBER	NON-MEMBER
Half Page Advertorial 6" W x 5.375" H | 4 available	$1,300	—
Full Page Advertorial 6" W x 10.75" H | 2 available	$1,715	—
Two-Page Spread Advertorial 12" W x 10.75" H | 1 available	$3,775	—

ARTWORK REQUIREMENT

Add a 0.125" bleed on all sides to the ad sizes listed.

Ad spaces are limited and reserved on a first-come, first-served basis. Book early to secure yours.

gptourism.ca/visitor-guide