

*Invest in Alberta* highlights the hard work and innovative thinking of Economic Developers Alberta (EDA) and its members. Stories in the magazine explore new, inventive and original opportunities for investors to see significant returns. The magazine also showcases the people and organizations across the province that are making economic diversity and prosperity a reality. *Invest in Alberta* is distributed across Canada and internationally, shining a light on the exciting advantages our province has to offer.

With a circulation of 13,000, *Invest in Alberta* reaches a powerful and influential audience in Alberta and around the world. Distributed to EDA members, Federal and Alberta government, Alberta chambers of commerce, site selection firms and business owners in Agriculture, Transportation, Tourism, Manufacturing and Energy industries, *Invest in Alberta* has an established market presence, with three issues published since 2015.

## Rates

Ad Size	Rate (\$CAD)
Inside Front Cover DPS (one available)	9,030
Inside Front Cover	5,000
Inside Back Cover	5,000
Outside Back Cover	5,600
Double Page Spread	7,850
Full Page	4,300
1/2 Page	3,350
1/3 Page	2,650
1/6 Page	1,800

Additional opportunities available on the Invest in Alberta website, coming January 2018. Talk to us about how to expand your reach even further.

## Deadlines

<b>January 2018</b>	Space Booking
<b>Dec 1, 2017</b>	Material Deadline
<b>Dec 12, 2017</b>	In-market



**Ad Dimensions (inches)**

**Size**

Size		W x H (Inches)
Full Page	Trim	8.25 x 10.75*
	Full (without bleed)	7.25 x 9.75
	Full (with bleed)	8.75 x 11.25
Double Page Spread	Trim	16.5 x 10.75*
	Live area: left hand	7.25 x 9.75
	Live area: right hand	7.25 x 9.75
	Full (with bleed)	17 x 11.25
1/2 Horizontal		7.25 x 4.75
1/2 Vertical		3.625 x 9.75
1/3 Horizontal		7.25 x 3
1/6 Horizontal		2.25 x 4.75

**Requirements**

- Images 300 dpi at 100%
- Images/graphics should not use any form of compression, including jpeg compression, jpeg encoding or LZW compression
- CMYK colour mode
- Only press-ready PDFX1-A files accepted
- Bleed must extend 1/4" on each side for full page ads
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100% colour accuracy
- RedPoint and EDA are not responsible for errors or inaccurate information in advertisements.

**Recommendations**

- Place live area 1/2-inch in from the trim size
- Use a "rich black" (except for text smaller than 24-point); Suggested: (C:20% – M:20% – Y:20% – K - 100%)

**File delivery**

- Upload press-ready PDFX-1A files to **addirect.sendmyad.com**  
Automatic confirmations will be sent to the sender and publisher.
- Must include your company name, publication (*Invest in Alberta*) and issue (ex. 2018) in file name

**Production Contact**

production@redpointmedia.ca  
Tel: 403-781-1782

\*Bleed must extend 1/4" on each side for full page bleed ads.

