

# INVEST in ALBERTA / XPERIENCE ALBERTA

2026

## RATE CARD



## INVESTING IN A CLEAN ENERGY FUTURE



Alberta is growing as  
a global leader in hydrogen  
production and carbon-  
capture projects

BY LISA COTTELL

ALBERTA IS NORTH AMERICA'S energy powerhouse — and its innovative industries are creating the energy of the future. Alberta leads the world's fourth largest proven crude oil reserves, its diverse Vancouver, South Saskatchewan, and Peace River basins, and its world-class oil sands. Alberta is also home to the world's largest oil sands processing plant, the world's largest oil sands upgrading plant, and the world's largest oil sands refinery.

"We have all of the talent and expertise right here in Alberta that can be leveraged into new energy series," says Rick Christensen, chief executive officer of Invest Alberta.

"We have some of the best and brightest minds here and they are incredible problem solvers. They've been solving problems related to environmental challenges in our traditional energy industries and they're going to continue to do that as we look to solve energy transition challenges." In 2022, about 18,000 people were employed in Alberta's upstream energy sector. Alberta is also home to one of the world's top energy research institutions, the University of Alberta. In the lab and on the ground, Alberta is advancing new technologies.

Canada's first and largest hydrogen hub — the Edmonton region Hydrogen HUB — is located

In August 2024, the Inland Hydrogen Hub is set to build, own and operate an integrated clean hydrogen production and distribution system in the Inland region of Alberta.

"Linde is helping to build a more sustainable future," said Sergio Lando, chief executive officer of Linde. "Our technology, expertise and innovation are enabling the transition to a cleaner economy. We are proud to partner with them in its mission to decarbonize its Fort Saskatchewan site and are appreciative of the support of the Province of Alberta and the federal government."

Construction of Linde's clean hydrogen complex is set to begin in 2025, with the plant expected to fully operational by 2028. Upon completion, the facility will integrate hydrogen production, clean power and carbon capture technology, with an expected ability to sequester more than 2 million metric tonnes of carbon dioxide emissions annually.

Alberta is already a global leader in carbon capture, utilization and storage (CCUS). Since 2008, the province has been investing in the technology to safely store emissions. The province was also among the first to create legislative and regulatory frameworks for CCUS technology. Over the last decade, carbon-capture operations have stored approximately 1.5 million tonnes in Alberta.

"We've been operating carbon capture and storage (CCS) projects for quite a long time in Alberta, such as Shell Canada's Quest carbon capture and storage (CCS) facility. So we already have that expertise here, but we also have some of the world's best groups for storing carbon — not everybody has that. So, we've got the expertise, we have the geology, we also have the regulations," says Christensen.

"Alberta is a leader in a lot of other industries where we've got all of these pieces."

Linde isn't the only international company positioning Alberta at the forefront of Canada's hydrogen future. Dow Chemical's Inland Hydrogen Hub is also located in the Inland region of Alberta.

### IN ALBERTA, IT'S LEVERAGED INTO NEW ENERGY SECTORS."

— RICK CHRISTENSEN,  
CHIEF EXECUTIVE OFFICER, INVEST ALBERTA

Air Products has begun construction on a baseline net-zero hydrogen energy complex in Edmonton. When complete, the facility is expected to be able to use efficiency capture more than 90 per cent of the carbon's emissions during the hydrogen production process, for permanent sequestration underground. The project also includes a fully hydrogen-fueled power generation unit, large enough to power the hydrogen production facility with any excess power supplied to the Alberta energy grid.

The company received more than \$45 million in funding for the project from federal and provincial sources, including the Inland Hydrogen Innovation Fund, the Alberta Petrochemicals Incentive Program, and Emissions Reduction Alberta — funding that further underscores the province's position at the heart of Canada's clean energy economy, and Alberta's strong commitment to reducing barriers and creating a supportive environment for large-scale energy projects.

Companies such as IPM Energy also see Alberta's investment potential given the province's commitment to innovation and sustainability, aligning with their strategic goals, making it an ideal partner in advancing global carbon reduction efforts.

"We have the talent, we have a supportive government that wants to reduce risk and enable businesses to get these projects off the ground," says Christensen. ■



# INVEST ALBERTA / XPERIENCE ALBERTA

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Widely distributed to business leaders, trade offices and within key industries, *Invest in Alberta/Xperience Alberta* magazine puts the province on the global stage, with compelling stories that show how Alberta is a hub for business and investment opportunities as well as a destination for a rewarding lifestyle.

Embracing Alberta's bright future is part of elevating our own organizations. Recognizing that to envision our future, as individuals, as colleagues and as part of the economic powerhouse that characterizes our province – is to honour the decades of tenacity, hard work and determination that have built Alberta.

By working together, we can attract and expand business activity and economic investment. Alberta is poised for significant growth and is the place to live and work – and also attract visitors. We are a diverse and resilient province, rich in natural resources – including human resources – that can lead the way to prosperity for all.



*Invest in Alberta/Xperience Alberta* is the official publication of Economic Developers Alberta (EDA), the leading professional organization for economic developers in the province.

**Invest in Alberta** focuses on key sectors that drive our economy forward:

-  Energy & Petrochemicals
-  Technology & Data
-  Agriculture & Agri-Foods
-  Forestry
-  Transportation & Logistics
-  Life Sciences & Biotechnology

**Xperience Alberta** highlights what makes Alberta a fantastic place to live, work, study and explore:

-  Creative Industries & Culture
-  Tourism & Hospitality
-  Life & Leisure
-  Higher Learning & Research
-  Financial Services

EDA is dedicated to advancing the profession by providing resources that support Alberta communities and foster sustainable economic prosperity.



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Source: 2020 Fall GfK MRI

### PAPER READERS REMEMBER MORE



- More focused attention, less distraction
- Higher comprehension and recall
- Drives sensory involvement which contributes to reader impact

Source: "What can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA-The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, Oct 2015

## ADVERTISING RATES

*Invest in Alberta/Xperience Alberta* is perfect bound and printed on glossy stock with a bright, UV-gloss cover. It's an informative read that captures the attention of a global audience.

SALES DEADLINE  
November 5, 2025

MATERIAL DEADLINE  
November 19, 2025

DISTRIBUTION  
January 1, 2026

**Early-bird rates available until May 30, 2025.**



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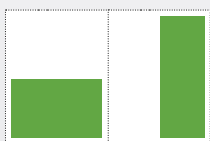
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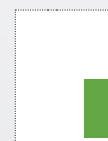
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### DISTRIBUTION 15,000 PRINTED COPIES

*Invest in Alberta/Xperience Alberta* 2025 was widely distributed locally, nationally and internationally to government agencies, business leaders and trade offices:

- **12,000 copies:** Delivered to business leaders and executives across Canada and in key locations outside Canada
- **1,200 copies:** EDA members, event and in-office distribution
- **1,000 copies:** Consulates, trade offices and related organizations across Canada and globally
- **800 copies:** Affiliate organizations in Alberta

For the 2026 edition, we will ensure we are targeting the appropriate business leaders relevant to investment opportunities in Alberta.

For 2026, EDA is once again collaborating with Invest Alberta Corporation to shine a spotlight on Alberta's competitive advantages across the province. Together, we partner on editorial direction and domestic and international distribution, reaching potential investors and site selectors around the world.

EDA has made strategic partnerships to maximize the impact of the *Invest in Alberta/Xperience Alberta* magazine, delivering exceptional benefits to our members.