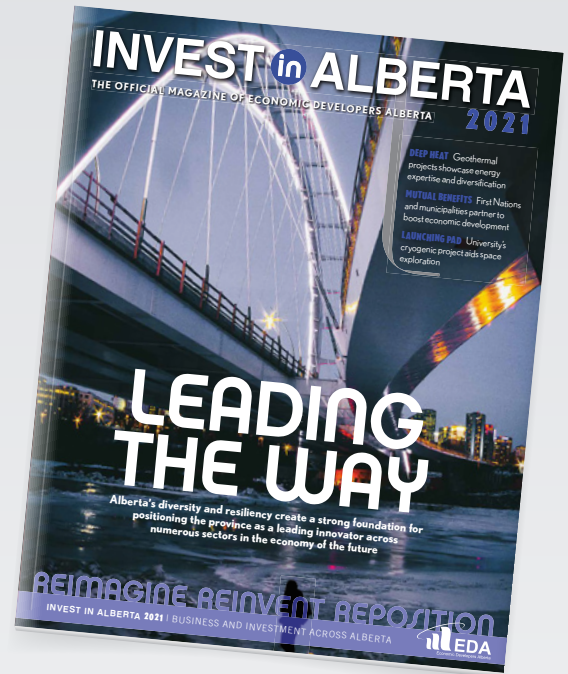


2022 RATE CARD

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.

This year's theme: Renew. Rise. Reposition.

To renew means to resume an activity after an interruption. And what an interruption we've all experienced! We now have the opportunity to rise up and regain our level of economic activity. Where we see new opportunity, we can reposition for the future. By working together, we can make a difference in our province to attract and expand business activity as well as economic investment. We live in a vast and beautiful province — it is a place to attract visitors, showcase our diversity, share the strength of our resilience and provide leadership in innovation.



IN THIS ISSUE:

Invest in Alberta will focus on key sectors that drive our economy forward:

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

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

-  Creative Industries & Culture
-  Tourism & Hospitality
-  Health & Leisure
-  Higher Learning & Research
-  Transportation & Logistics

Invest in Alberta/Xperience Alberta is the official publication of Economic Developers Alberta (EDA), the leading professional organization for economic developers in the province. EDA is dedicated to advancing the profession by providing resources that support Alberta communities and foster sustainable economic prosperity.

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 3, 2021

MATERIAL DEADLINE
November 18, 2021

DISTRIBUTED
January 3, 2022



Inside Front DPS
\$9,890



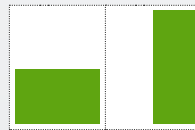
Inside Front Cover
\$5,250



Double Page Spread (DPS)
\$8,369



Full Page
\$4,560



1/2 Page
\$3,530



1/3 Page
\$2,795



1/6 Page
\$1,895

All rates are net, CAD. Taxes are not included.

Complementary sponsored content available for EDA members only. Half-page or full page ad bookings only.

ADVERTISE ONLINE TOO

Enquire about advertising opportunities on the Invest-in-Alberta.ca website.

DISTRIBUTION 15,000 PRINTED COPIES

Invest in Alberta/Xperience Alberta is widely distributed locally, nationally and internationally, to government agencies, business leaders and trade offices.

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

PRODUCTION SPECIFICATIONS

SALES DEADLINE
November 3, 2021

MATERIAL DEADLINE
November 18, 2021

Magazine Dimensions	Width	Height
Trim size	8.25"	10.75"

Ad Size	Width	Height
Double Page Spread with bleed (DPS) <i>Trim area</i>	16.75" 16.5"	11" 10.75"
Full Page Ad with bleed <i>Trim area</i>	8.5" 8.25"	11" 10.75"
1/2 Horizontal	7.25"	4.75"
1/2 Vertical	3.625"	9.75"
1/3 Horizontal	7.25"	3"
1/6 Vertical	2.25"	4.75"



Trim size: The actual physical size of the finished publication.

Live area: The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to "bleed" off.

Bleed area: The area used for ink to "bleed" off the edges of the page so no white edges occur when the publication is cut to trim size.

REQUIREMENTS & RECOMMENDATIONS

- All colours, including spot colours and images, must be converted to CMYK.
- Minimum resolution of 300 dpi for all images and logos at 100%.
- Completed ad must be submitted as a press-ready, high-resolution PDFX-1A.
- For Full Page and DPS ads, bleeds must extend 1/8" on each side and the live area should be 1/2" from the trim size. All other ad sizes do not require bleed.
- Ink density levels must not exceed 320%.
- DPS ads will lose a minimum of 1/2" in the middle due to perfect binding. We recommend a 1" wide live area down the middle of these ads.
- Use a "rich black" (except for text below 24 point). We suggest 30%C - 40%M - 60%Y - 100%K.

Please note:

- 100% colour accuracy cannot be guaranteed.
- All ads, except full page ads, will have a defining border on all sides.

SUBMITTING ADS

Ads@OdvodPublishing.com
P 780.451.1379