



DISCOVER HAY RIVER 2024

THE COMPLETE GUIDE OF THINGS TO SEE AND DO IN AND AROUND THE HUB OF THE NORTH.

Travellers are once again on the move and we expect thousands will be heading north to experience the wonders of the southern Northwest Territories.

To make sure they don't miss any of the great activities, sites or services offered in and around the town of Hay River we are planning a guide that will introduce the best Hay River offers, from riverside walking trails, to fine dining; from beaches to trophy fishing; from history to indigenous culture. The guide will include maps and it will even have a section on town services, for visitors who may need a tire repair, a car wash, a prescription filled....so they can make the best of their time in Hay River.

The print run for the 2024 *Hay River Guide* will be **7,500** with copies delivered to the 60th Parallel Visitor Information Centre, information centres in Northern Alberta, in Yellowknife and Fort Simpson, and of course the Hay River Visitor Information Centre. And finally, we'll mail drop a copy to each residential and business address in Hay River and provide copies to advertisers so they can pass them on to visitors to their operations.

SIZE	DIMENSIONS	REGULAR
Full page	5.5" x 8.75" (bleed) 5.25" x 8.5" (trim) 4.75" x 8.0" (live)	\$ 850
Back cover	(same as Full page)	\$1,200
Inside covers	(same as Full page)	\$1000
Half page horizontal	4.75" * 3.75"	\$475
Third page horizontal	4.75" x 2.5"	\$350
Quarter page vertical	2.25" x 3.75"	\$250
Eighth Page	2.25" x 1.875"	\$150

Ad reservations: Jan 12
Ad materials: Jan 16
Release date: Mid Feb

» To book your space, contact: sales@uphere.ca