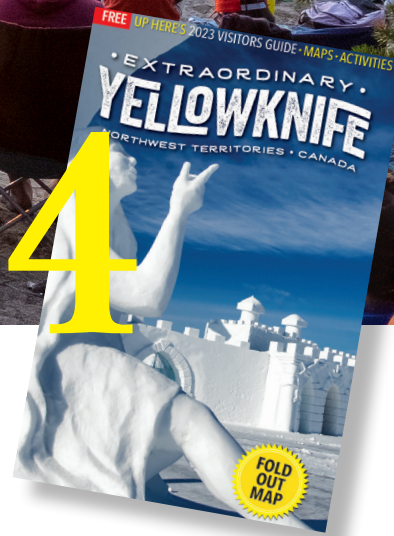


# DISCOVER YELLOWKNIFE 2024

## THE COMPLETE GUIDE TO THINGS TO SEE AND DO IN AND AROUND NWT'S CAPITAL CITY

To make sure **visitors and residents** don't miss any of the great activities or services offered in and around the city of Yellowknife, we are planning to continue the expanded Visitors Guide we introduced in 2023. This 150-page guide will include information on everything from Aurora viewing, accommodations and bird watching to dining out, historic sites and a summary of winter and summer activities.

This guide has been popular with visitors for over 20 years and is the main source of information for thousands of visitors to Yellowknife. Watch for visitors referring to it, as they stroll through various yellowknife neighbourhoods.



THE PRINT RUN WILL BE A MINIMUM OF **35,000 COPIES** DISTRIBUTED VIA THE VISITOR CENTRE, THE YELLOWKNIFE AIRPORT INFORMATION DESK AND THE FACILITIES OF MANY OF THE ADVERTISERS IN THE GUIDE. WE'LL ALSO DELIVER A COPY OF THE GUIDE TO EVERY RESIDENTIAL AND BUSINESS ADDRESS IN YELLOWKNIFE.

SIZE	DIMENSIONS	REGULAR
Full page	4.75" * 8.0" (Live) 5.25" * 8.5" (Trim) 5.5" * 8.75" (Bleed)	\$1250
Back cover	(same as Full page)	\$2000
Inside covers	(same as Full page)	\$1600
Half page horizontal	4.75" * 3.75"	\$750
Half page vertical	2.25" * 7.6875"	\$750
Third page	4.75" * 2.5"	\$525
Quarter page (H)*	4.75" * 1.875"	\$400
Quarter page (V)*	2.25" * 3.75"	\$400
Eighth page	2.25" * 1.875"	\$225

**Ad reservations:** Nov. 24  
**Ad materials:** Dec. 1  
**Release date:** January 2024