

YMM YOUR MCMURRAY MAGAZINE

A magazine for everyone who lives, works and plays here



yourmcmurraymagazine
 ymm_magazine
 yourmcmurraymagazine.com

Volume 6 Media Kit

Your McMurray Magazine, or YMM, is celebrating its fifth year as Fort McMurray's brightest magazine offering local content to everyone who lives, works, and plays here. It provides a forum for local businesses and organizations to have their messages heard, and has become a staple within our community.

These past five years have been an amazing experience, and we are so excited for more! We have had the honour of telling the stories of our region, through the happiness, and the heartbreak. We have celebrated, time and time again, the resilience of the people who call this place home. We have told the stories that form the patchwork of our community. We have connected in a way we never dreamed possible.

Fort McMurray is a very unique and wonderful place for businesses, and an even more amazing place to live and call home. Our residents have a high discretionary income, and are keen to support the local economy.

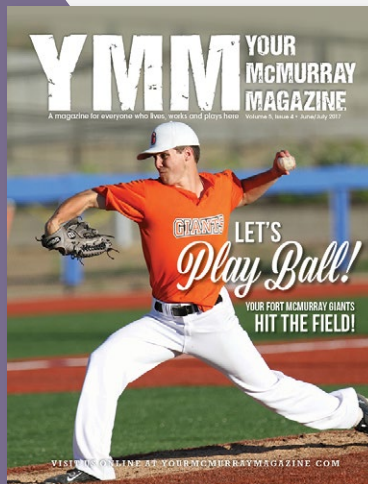
Advertising in YMM gives advertisers the opportunity to reach a broad local audience, as well as those who visit our region. With a wide, varied and unique distribution, YMM reaches a captive and willing audience, and with over 15,000 copies in distribution throughout the region, it reaches a diverse, affluent group of buyers, sellers and job-seekers.

**Thank-you for supporting
Your McMurray Magazine!**

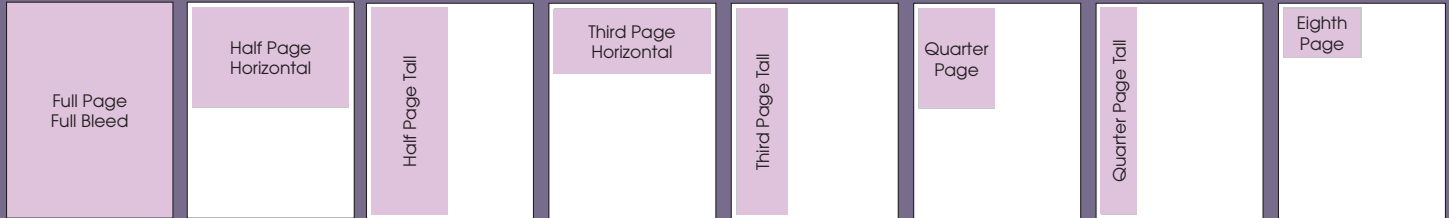
Krista Balsom
Editor-in-Chief/Publisher

MAGAZINE SPECIFICATIONS

- **Finished size:** 8.25" x 10.75"
- **Printing:** Offset Litho.
- **Design software:** Adobe Creative Cloud (InDesign, Photoshop & Illustrator) on Mac platform.
- **Safety margins:** For bleed pages and spreads, keep important text and imagery within 0.375" from edges of ad. (0.25" from trim).
- **Bleeds:** For bleed pages please add 0.25" on all sides.
- **Minimum type size:** 6-point type (for black text on a light background) and 8-point type for white or knockout text.



To get started today call 780-972-4757 or email editor@yourmcmurraymagazine.com



PREMIUM AD SPACES*




- **Back cover:** 8.25" wide x 10.75" high, plus 0.25" bleeds on all sides, printed on cover stock
- **Inside front/back cover:** 8.25" wide x 10.75" high, plus 0.25" bleeds on all sides, printed on cover stock
- **Centre fold full:** 16.5" wide x 10.75" high, plus 0.25" bleeds on all sides
- **Page 1/Centerfold half:** 8.25" wide x 10.75" high, plus 0.25" bleeds on all sides

STANDARD AD SPACES*

- **Full page/full bleed:** 8.25" wide x 10.75" high, plus 0.25" bleeds on all sides
- **Full page/no bleed:** 8" wide x 10.5" high
- **Half page horizontal:** 7.75" wide x 5" high
- **Half page tall:** 3.75" wide x 10.25" high
- **Third page horizontal:** 7.75" wide x 3.33" high
- **Third page tall:** 2.5" wide x 10.25" high
- **Quarter page standard:** 3.75" wide x 5" high
- **Quarter page tall:** 1.875" wide x 10.25" high
- **Eighth page:** 3.75" wide x 2.5" high
- **Business card classified:** 3.5" wide x 2" high

WEBSITE ADS PACKAGE*

- **Advertising package includes 2 sizes:**
Top banner at 1170 pixels wide x 115 pixels high and side box at 340 pixels wide x 300 pixels high

 [yourmcmurraymagazine](https://www.facebook.com/yourmcmurraymagazine)
 [yymm_magazine](https://twitter.com/yymm_magazine)
 yourmcmurraymagazine.com

ADVERTISING RATES*

Premium Advertisements	Price (+GST)
Back cover	\$4,660
Inside front, or inside back cover	\$3,330
Centrefold (1/2)	\$2,845
Centrefold (full)	\$4,960
Page 1	\$3,085

Regular Advertising Rates	Price (+GST)
Full-page	\$2,360
Two-page spread	\$4,325
Half-page	\$1,515
Third-page	\$1,265
Quarter-page	\$1,045
Eighth page	\$770

Speciality Sections & Fees	Price (+GST)
Advertisement design	\$205
Guaranteed positioning	+20%
3+ issue booking discount	-10%
6+ issue booking discount	-20%
Non-profit single issue discount	-20%
Non-profit 3+ issue discount	-25%

Web Advertising Rates	Price (+GST)
2 Ad Package	\$330/month
Web advertisement design	\$205

*Please note that all prices are subject to change.

*Exclusivity deals may be negotiated.

*All ads are full colour.

DON'T SEE WHAT YOU'RE LOOKING FOR?

Pricing on inserts, gatefold covers, tip ons, blow ins, custom publishing and other specialty advertising options are available upon request. For more information please phone 780-972-4757 or email editor@yourmcmurraymagazine.com.

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PRODUCTION SPECIFICATIONS

All submitted artwork must be in digital format. For best results, please provide artwork as high resolution PDF. Low resolution ads will not reproduce with the best results. We are not responsible for detecting poor resolution ads, but will do our best, but accept no responsibility if they are submitted at low resolution. If we do have a concern with an ad, we will contact the advertiser and suggest that the ad be re-supplied or re-built at the advertiser's cost.

DESKTOP FILE FORMAT

All images must be in CMYK (process) colour. JPG, TIFF or EPS files must be 300 dpi. All required image trapping should be included in the files when submitted.

AD DESIGN SERVICES

Have your advertisement developed by marketing professionals with the help of an expert graphic designer, working closely with you to identify your specific needs at a cost of \$175. The completed advertisement will be yours to keep and use for other advertising purposes outside of YMM.

YMM ONLINE

A digital version will also be featured at yourmcmurraymagazine.com, as well as on Twitter, Facebook and other social media outlets.

MORE ABOUT YMM

How often is YMM published and when?

YMM is published on a bi-monthly basis and features topical and seasonal feature articles as well as regular content by local contributors. As well, four special editions are published throughout the year. It is distributed through local vendors, and featured in various high traffic locations. Please ask for a full listing of confirmed vendors.

What is the readership of YMM?

YMM has a print distribution of at least 15,000 copies per issue and a readership of over 40,000 through second and third reads. Due to the high print quality and truly local content, readers will likely keep it to pass along to a family or friend or read through it a couple of times.



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YMM 6.1: TOP 50 UNDER 50/HAPPY 5TH BIRTHDAY YMM

December 2017/January 2018

In this first issue of Your McMurray Magazine's Volume 6, we'll be shining the spotlight on this year's Top 50 Under 50 while we celebrate completing five years in publication. Carefully curated by a panel of peers, we'll be getting to know these people better, and celebrating their impact on our community.

YMM 6.2: IT'S GAMES TIME!

February/March 2018

From February 16 -19, 2018, close to 3,000 athletes, coaches and officials will visit the Regional Municipality of Wood Buffalo to compete in 22 sporting events during the 2018 Wood Buffalo Alberta Winter Games. This issue of Your McMurray Magazine will take a closer look at the Games, the impact on our region, and celebrate the athletes competing in them.

YMM 6.3: THE PEOPLE OF WOOD BUFFALO - SENIORS

April/May 2018

Without the seniors who call Wood Buffalo home, our community would not be what it is today. This issue will be devoted to celebrating the elders in our region, telling their stories, and covering the issues that relate directly to them, from housing to healthcare, and everything in between.

YMM 6.4: THE PEOPLE OF WOOD BUFFALO - INDIGENOUS/ABORIGINAL/MÉTIS

June/July 2018

When talking about the Wood Buffalo region, respectfully covering the stories of the Indigenous, Aboriginal and Métis communities is imperative. These are the people who established our community; their impact on our community is felt every day, through history, and their contributions each day.

YMM 6.5: CELEBRATING OUR RURAL COMMUNITIES

August/September 2018

The Regional Municipality of Wood Buffalo is so much more than just Fort McMurray proper. This issue of Your McMurray Magazine will explore the rural communities...the businesses, organizations, and the people who call them home.

YMM 6.6: INDUSTRY

October/November 2018

Industry is a big part of Wood Buffalo, and this issue will cover the topics that surround it. We'll be examining the current state of industry, taking a look at the future, and highlighting different aspects of industry in our region in this final regular edition of Volume 6.

2018 Special Editions

2018 HOME & GARDEN GUIDE

End of April 2018

Springtime in Fort McMurray is a beautiful time, and our Home & Garden Guide is devoted to getting ready for it! Whether you're looking for fresh ideas and inspiration for your outdoor spaces, great ideas for entertaining in the sunshine, or where you can shop locally to pull it all off, the 2018 Home & Garden Guide will have you covered.

2018 FOOD AND ENTERTAINMENT GUIDE

End of July 2018

When it comes to places for good eats and drinks, Fort McMurray has plenty of options! The 2018 Food and Entertainment Guide, in partnership with Fort McMurray Tourism, will highlight all of the restaurants and bars in our region, and also spotlight some of the great entertainment options close to home! This digest-sized Guide is one our readers hold on to, and will be frequently referenced as they explore all that Fort McMurray has to offer!

2018 YMM PARENT

End of August 2018

This inaugural issue of YMM Parent will be a guide that parents and families will hold on to, referencing when they're looking for all things family! These pages will include listings from health to shopping, and all other things related to parents and kids in our region.

2018 HOLIDAY GUIDE

'Tis the season to be jolly in Fort McMurray! Each year our holiday guide features a carefully curated gift guide of locally-sourced ideas, a festive playlist to jingle your bells to, and some delicious recipes to enjoy...plus so much more! Perfectly timed to hit Fort McMurray readers as they're getting ready for the holidays, this Guide has become the go-to resource for the people of our community to help them celebrate the festive season!

Volume 6 Deadlines

VOLUME 6, ISSUE 1: TOP 50 UNDER 50/HAPPY 5TH BIRTHDAY, YMM

Ad Booking	October 27, 2017
Editorial Content	October 27, 2017
Ad Creative	October 30, 2017
On stands for December 2017/January 2018	

VOLUME 6, ISSUE 2: IT'S GAMES TIME!

Ad Booking	December 28, 2017
Editorial Content	December 28, 2017
Ad Creative	January 5, 2018
On stands for February/March 2018	

VOLUME 6, ISSUE 3: THE PEOPLE OF WOOD BUFFALO - SENIORS

Ad Booking	March 1, 2018
Editorial Content	March 1, 2018
Ad Creative	March 9, 2018
On stands for April/May 2018	

VOLUME 6, ISSUE 4: THE PEOPLE OF WOOD BUFFALO - INDIGENOUS/ABORIGINAL/METIS

Ad Booking	April 26, 2018
Editorial Content	April 26, 2018
Ad Creative	May 4, 2018
On stands for June/July 2018	

VOLUME 6, ISSUE 5: CELEBRATING OUR RURAL COMMUNITIES

Ad Booking	June 20, 2018
Editorial Content	June 20, 2018
Ad Creative	June 28, 2018
On stands for August/September 2018	

VOLUME 6, ISSUE 6: INDUSTRY

Ad Booking	August 30, 2018
Editorial Content	August 30, 2018
Ad Creative	September 7, 2018
On stands for October/November 2018	

2018 Special Editions

2018 HOME & GARDEN GUIDE

Ad Booking	March 29, 2018
Editorial Content	March 29, 2018
Ad Creative	April 6, 2018
On stands for end of April 2018	

2018 FOOD & ENTERTAINMENT GUIDE

Ad Booking	June 25, 2018
Editorial Content	June 22, 2018
Ad Creative	June 29, 2018
On stands for end of July 2018	

2018 YMM PARENT

Ad Booking	July 23, 2018
Editorial Content	July 20, 2018
Ad Creative	July 26, 2018
On stands for end of August 2018	

2018 HOLIDAY GUIDE

Ad Booking	September 27, 2018
Editorial Content	September 27, 2018
Ad Creative	October 5, 2018
On stands for end of November 2018	

INSERTION ORDER & ADVERTISING CONTRACT

ADVERTISING CONTRACT

Between **Balsom Communications Inc., The Publisher,** and

The Advertiser:
(organization/company name)

Represented by:
(authorized contact name)

Mailing address:

.....

Email:

Phone:

Fax:

PUBLICATION INFORMATION

For issue:

Publication month:

Name of ad:

(Please note a separate insertion order must be filled out for each advertisement)

- Finished ad layout to be supplied to Balsom Communications Inc.
- Ad layout to be designed by Balsom Communications Inc. (\$205 fee applies)
- Please run ad from previous issue. Name of ad: _____
- Guaranteed positioning – additional 20% charge applies

The organization representative guarantees that they are authorized to represent *The Advertiser* and understands the attached terms and conditions.

Authorized signature for *The Advertiser*: _____

Authorized signature for *The Publisher*: _____

Date: _____

Payment by: Credit Card Cheque Visa Mastercard

Credit Card Number: _____

Expiry: ____ / ____ Security Code: _____

Name on Card: _____

Authorized Signature for Payment: _____

Please email this form to editor@yourmcmurraymagazine.com

Cheques are made payable to **Balsom Communications Inc.**

Mailing address: **4-200 Arabian Drive, Fort McMurray, AB T9H 5S2**

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- Quarter page tall:** 1.875" 10.25" • \$1,045
- Eighth page:** 3.75" x 2.5" • \$770

WEB ADVERTISING SPACES

- 2 Ad Package:** \$330/month

Subtotal: \$ _____

GST: \$ _____

Total: \$ _____

Payment is due within 30 days of receipt of insertion order and/ or before public final booking deadline unless otherwise negotiated with The Publisher.