

Creating, Exporting and Uploading Your Print-Ready Files

Please contact us at info@braggmag.com to enquire about advertising availability and to reserve your ad space.

To ensure that your ad reproduces correctly please carefully follow the guidelines listed here. If there are issues with how your ad is created or supplied, it may be returned to you or a fee may be charged for alterations.

Please note that we prefer to receive ads in PDF format (press quality) with all fonts outlined. However, if you would want to send your files in a different format please email us at advertise@braggmag.com before sending them through to confirm whether it will be in an acceptable format.

Full Page Ads

All Full-Page Ads – Full bleed of 0.25" is required on all four sides.

Inside Front and Back Cover Full-Page Ads – For optimum results, be sure to allow a live-area within the margins of 0.5" for the top and bottom, with 0.625" for the outside edge and 0.75" on the inside edge.

Internal Full-Page Ads – For internal full-page ads, we cannot guarantee whether your ad will be on a right or left page, therefore we recommend that you allow a 0.75" margin on both the right **and** left sides of your ad.

NB: The **Live Area** is the area (within the margins) that should contain all important text and art. Art can continue outside the live area into the margins, but this should never be a crucial part of the page as it comes close to the page trim and could be cut off.

Smaller Ad sizes

All non full-page ads are floated within our page grid so it is important to provide a keyline around them (within the total ad dimensions) so that they are separated visually from whatever else may be on the page. If your ad has a full color background this may not be necessary.

Checklist

Please follow this checklist to create and export your ad.

Creating your ad:

- Please include your company name within the file-name of your advertisement.
- **For all full page ads only, create 0.25" bleed on all sides.**
- **Ensure the relevant live-area** is adhered to, as detailed earlier and in the "Advertising Rates and Dimensions" section.
- Where necessary, **for smaller than full page ads, supply a keyline around them**, within the ad dimensions.

Exporting your ad as a PDF:

- **Outline all fonts before exporting.**
- **Select Press Quality PDF at 300 DPI.**
- **For full-page ads only, check that bleed on all sides is set to 0.25".**
- **DO NOT SELECT CROP MARKS or any other type of Printer Marks**

Uploading your Ad

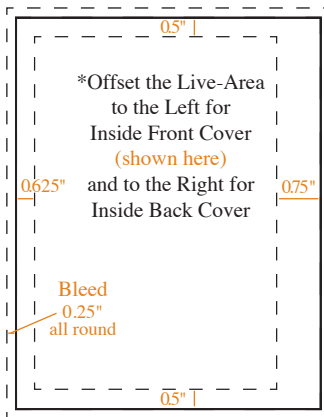
To ensure that we receive your ad and all its relevant information correctly and efficiently, please create and export your ad to the specifications outlined here, then upload it through our website.

Go to www.braggmag.com, select the Upload Advertising Artwork button, supply your Booking Reference Number and required ad details then attach your file.

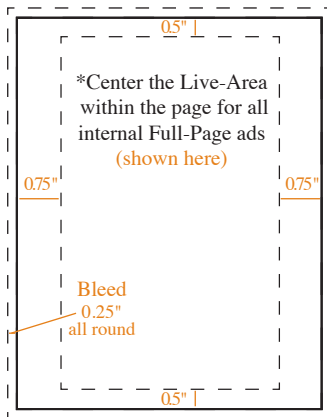
Advertising Rates and Dimensions

Ad Size	Dimensions	Live Area* Keep all critical text within this area	Bleed	Rate/Issue	Discount 3 Consecutive Issues
Inside Front or Inside Back Cover (with Bleed)	9" x 10.75"	7.625" x 9.75"	9.5" x 11.25"	\$1,800	\$1,350
Internal Full-Page (with Bleed)	9" x 10.75"	7.5" x 9.75"	9.5" x 11.25"	\$1,700	\$1,275
2/3 Page Vertical	5" x 9.75"	N/A	N/A	\$1,360	\$1,020
1/2 Page Horizontal	7.625" x 4.75"	N/A	N/A	\$1,105	\$830
1/3 Page Vertical	2.375" x 9.75"	N/A	N/A	\$850	\$640
1/3 Page Square	5" x 4.75"	N/A	N/A	\$850	\$640

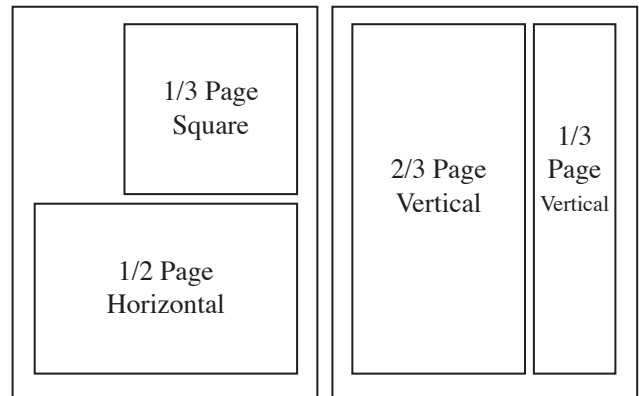
Inside Front or Back Cover



Internal Full-Page



Non Full-Page Ads float within the pages



Publishing Dates

Winter/Spring Issue:
January

Summer Issue:
May

Fall Issue:
September

Advertising Design Services

If you prefer, we can create your premium ad to a standard in keeping with our magazine and at a price to suit your budget. Should you require this service, please request it at the time of reserving your ad.

Availability and Deadlines

Call: (403) 949 3400, visit: www.braggmag.com or email: info@braggmag.com

Celebrating one of the most beautiful places on earth

BRAGG

ABOUT THE CREEK

We are the only magazine dedicated to promoting the natural beauty and charm of Bragg Creek.

Editorial

Photo Journalism. We encourage the people already inspired by Bragg Creek to contribute photographs of the flora, fauna and stunning beauty in and around Bragg Creek. This brings a personal and ever-changing perspective of the landscape, wildlife and community to our pages.

Personal Profiles. Each issue will feature a local resident that has achieved extraordinary acclaim.

The combination of engaging profiles, along with the visually stunning natural beauty, provides a wide variation of interesting content.



ZABA ♦ BRAGG CREEK

Circulation

A well targeted magazine with broad distribution. Residents, day visitors and people from Calgary are all equally important to the vibrancy of Bragg Creek; as such our distribution targets all three.

We distribute 8,000 copies per issue via proprietary racks located throughout Bragg Creek and 10,000 copies per issue are distributed to affluent Calgary subscribers of the Globe & Mail.

Frequency

We publish every four months and showcase the seasonal faces of Bragg Creek, the spectacular land we call home. The Winter/Spring issue is published in January, the Summer issue in May and the Fall issue in September.

Return on Investment

Shelf Life. With the strong photographic emphasis on our beautiful countryside and the continuing personal connection we are building with contributors, **BRAGG - ABOUT THE CREEK** encourages regular, **repeat** viewing by engaged affluent readers – local and beyond. This will naturally lead to an enduring shelf-life.

Exclusivity. We only carry a limited number of ads in each issue, since our primary aim is not to fill our magazine with ads, but to inspire with the beauty of Bragg Creek and encourage people to enjoy one of the most beautiful places on earth.

Our advertising rates are a fraction of other high-quality magazines, making it as affordable as possible for local businesses to reach their target audience.

No other advertising investment brings the uniqueness of Bragg Creek to such a targeted group of consumers. It is the ideal advertising medium to target customers and potential customers for local businesses.

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Printed on FSC certified paper. For more information and details including advertising rates, availability and submission deadlines, call: (403) 949 3400, visit: www.braggmag.com or email: info@braggmag.com