

Camrose & Area Tourism Guide 2026



RATE CARD





About the Tourism Guide

The Tourism Camrose Guide is your opportunity to get in front of thousands of zealous visitors and engaged local explorers.

Published both in print and online, this free, high-visibility guide showcases the very best of Camrose—what to do, where to go, and how to make the most of every visit. Whether readers are planning a trip or already in Camrose, this guide inspires them to stay longer, spend more, and explore like a local.

By advertising in the Tourism Guide, your business becomes part of the essential toolkit for travellers and residents alike. Don't miss your chance to connect with an audience that's actively seeking places to stay, shop, dine, and experience the best of Camrose.

WHAT'S IN THE GUIDE?

Stay

A go-to section for anyone planning their trips featuring campgrounds, hotels, motels, and B&Bs in the Camrose Region.

Shopping

From farm stores and greenhouse to boutiques, home & hobby, and pet services, this section guides readers to the best retail experiences. Feature your business where shoppers are already looking to spend.

Dining

Camrose is full of so many incredible breweries, cafes, bakeries, and restaurants. Feature your finest eats and drinks for our guests!

Attractions

From Museums to indoor fun, sightseeing to recreation and more, we are curating a list to help visitors discover the must-do experiences.

Personal Services

Spas, salons, and wellness services are a must on getaways and stay-cations alike. We are inviting readers to slow down, relax, and treat themselves!

Events & Festivals

The Camrose Area is known for hosting some incredible and unique events. From iconic events like Big Valley Jamboree to the annual car show in Round Hill, the Tourism Guide features major events taking place from May 1, 2026 to April 30, 2027. If your event draws a crowd, it belongs in the Tourism Guide.

Advertising Opportunities

Be seen. Be chosen. Be part of the guide that visitors rely on.

Full Page*
(bleeds of 6mm or 0.24")

151.7mm x 227.9mm
5.97" x 8.97"

Full Page*
(no bleeds)

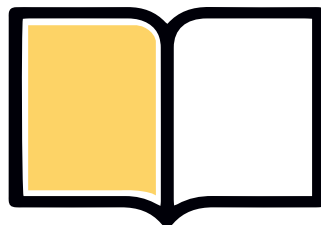
139.7mm x 215.9mm
5.5" x 8.5"

1/2 page
horizontal

114.3mm x 92.75mm
4.5" x 3.652"

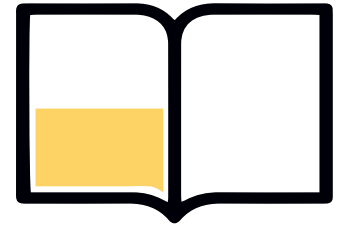
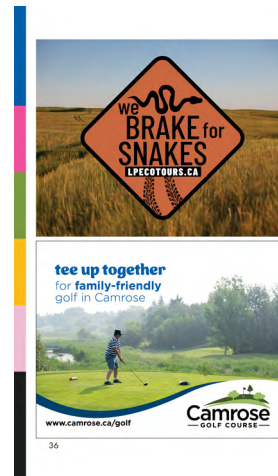
*for all full page ads, please include a margin of 12.5mm (0.5") on each side.
Please include a bleed of 6mm if you want your full page ad to go to the edge of the page

Full Page Example



Width 139.7mm 5.5"
Height 215.9mm 8.5"
please include margins of 12.5mm or 0.5" on all sides

1/2 Page Example



Width 114.3mm 4.5"
Height 92.75mm 3.652"

AD PLACEMENT

Ad space is allocated based on a first-come basis. If you want to appear in a specific spot, we will try and accommodate these requests.

Ad Pricing		Important Dates	
1/2 Page	\$350 +gst	Save your spot	February 27
Full Page	\$650 +gst	Art due	March 13
Back Outside Cover	\$1,000 +gst	Print & delivery	Starting May 1
Inside Covers (front and back) <small>inside back cover sold out</small>	\$800 +gst		
Full inside spread (2 pages)	\$1,500 +gst		

READY TO GROW YOUR REACH?

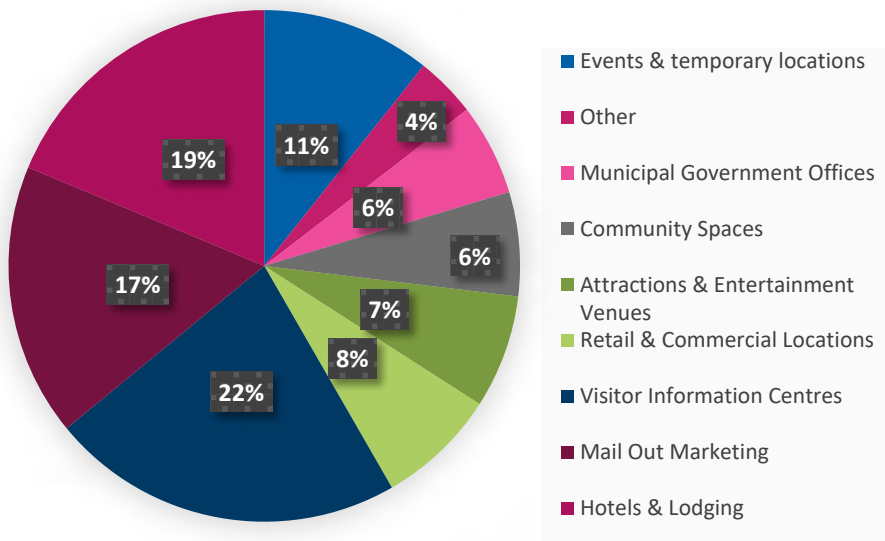
Secure your advertising space now. Spots fill quickly, and this is your moment to stand out.

Contact Maven Boddy
E mboddy@camrose.ca
P 780.678.0057 (or text)

Distribution

In 2025, over 9,000 tourism guides were handed out (up from 7,500 in 2024). We are printing 10,000 copies this year and continuing to target key touch points with visitors.

2025 DISTRIBUTION OF TOURISM GUIDES BY LOCATION



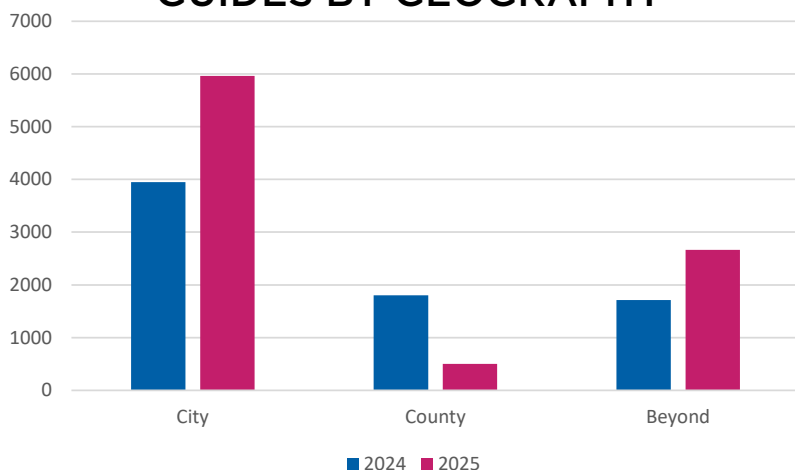
Mail Out Marketing

2025 was the first year we partnered with the Jeanne and Peter Lougheed Performing Arts Centre season launch! We added the tourism guide to all 1,564 of their mail-out season launch. Their mail-out reached people who have been to Camrose before to watch a show but live outside of the Booster's distribution area and are likely to visit Camrose again. We look forward to working together in 2026!

Hotels and Lodging

Hotels are a key touch point for people visiting Camrose. We work closely with the accommodations providers in both the City and County to provide them with resources to answer the famous questions: "what should I do in Camrose?" or "where should I eat in Camrose?" with the Tourism Guide.

2024 AND 2025 DISTRIBUTION OF TOURISM GUIDES BY GEOGRAPHY



Events & Temporary Locations

We have been to a variety of pop-up locations or provided tourism guides for businesses from Camrose to share the guides. These events include Jay Walkers Jamboree, Big Valley Jamboree, seasonal markets, and even conferences that bring folks to Camrose. These guides are also being handed out at the Edmonton RV Show in February, 2026.

Jaywalkers Jamboree Booth. June, 2025.



Other Ways to Get Involved



CALLING

Camrose Businesses

Join this
free promotion!

We're building a **made-in-Camrose** itinerary for the 2026 Tourism Guide — and **we want your signature Camrose product.**



Got an idea for the Signature Series?

New or existing products welcome and should be available for visitors to purchase from May 15-Sept 1, 2026. All products or services in the series will be unique. Email mboddy@camrose.ca to *save your spot in the Signature Series by February 13, 2026.*

Help us craft something uniquely Camrose!

SHARE TOURISM GUIDES

If you want to share these guides with your customers, friends, and even at special events, please reach out and we will coordinate you receiving guides!

SUBMIT YOUR EVENTS

Do you have an event that would be of interest to tourists happening between May 1, 2026 and May 1, 2027? Please reach out and share a short description, the dates, location and a photo if you have.

GET INVOLVED, UP YOUR TOURISM GAME

Maven Boddy

Tourism & Marketing Coordinator, Economic Development

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E: mboddy@camrose.ca

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www.camrose.ca | www.tourismcamrose.com



Insertion Order

CAMROSE & AREA TOURISM GUIDE, 2026

This insertion order represents an agreement between the City of Camrose and:

Company Name: _____

Primary Contact: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____

Email/Website: _____

Artwork

Same ad as last year

Will provide print-ready artwork

Publisher to produce artwork

Artwork attached

Ad Size (indicate one)

SIZE	PRICE
1/2 page	\$350 +gst
Full Page	\$650 +gst
Back Outside Cover	\$1,000 +gst
Inside Covers (front and back) <small>inside back cover sold out</small>	\$800 +gst
Full inside spread (2 pages)	\$1,500 +gst

Advertising Terms

By signing this document, I hereby agree to the insertion of advertising in the 2026 Camrose & Area Tourism Guide for the sizes and prices as shown above. Invoices will be sent to the above company for payment to the City of Camrose.

Authorized By _____ Date _____

