



# ACMG

Association of Canadian Mountain Guides  
Association canadienne des guides de montagne

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## Advertise in *The Arête*

We welcome you to advertise in *The Arête* - the newsletter of the Association of Canadian Mountain Guides. Here is why you should advertise in *The Arête*:

- A targeted audience of over 1500 certified professional guides and instructors
- A proven high readership rate - over 90% of our members read *The Arête*
- Low advertising rates, up to 25% less than similar publications

ACMG guides and instructors are actively working in their field and collectively interact with thousands of guests every season. Your advertising dollars highlight your products and services to our members and their guests.

*The Arête* is published twice a year on 100% recycled paper or available as a PDF and explores various issues of interest to the membership as well as information about events, technical matters, and gear reviews. *The Arête* is distributed to our members, who reside throughout Canada and work as:

- Climbing Instructors
- Hiking Guides
- Rock Guides
- Alpine Guides
- Ski Guides
- Mountain Guides

***The Arête* is also distributed to our Partners, contacts, and operators, so has wide readership amongst the public.**

### Rates:

- |                                |                |
|--------------------------------|----------------|
| • Classified (2 x 2 inches)    | \$120.00/issue |
| • 1/4 Page (3.6 x 4.6 inches)  | \$240.00/issue |
| • 1/2 Page (4.6 x 7.5 inches)  | \$360.00/issue |
| • Full Page (7.5 x 9.5 inches) | \$600.00/issue |

### Submission Guidelines:

- Graphics: hi-resolution (300 dpi) JPEG, GIF, TIFF, PNG or similar
- Text: Word .doc files are preferred

### Deadlines:

- Deadlines are May 1 for the Summer issue - published mid-July
- November 1 for the Winter issue - published mid-December

**Note:** For advertising seasonal product or services and when placing help wanted ads, it is suggested that ads be placed a season in advance.

*The Arête* operates on a not-for-profit basis. Advertising revenues are used to offset the costs of producing and mailing the newsletter. To place an ad or obtain more information please contact the editor directly. We look forward to seeing your ad in *The Arête*!

Shaun King, Editor-in-Chief  
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