

# SASKTRAILS *Explorer*



## ABOUT Us



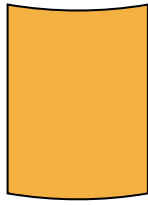
*SaskTrails Explorer* is a twice-annual digital magazine that promotes the trail community in Saskatchewan. The magazine is published in December to showcase the winter activities and trails in the province, and again in May as trail enthusiasts prepare for the spring, summer and fall trail seasons. The magazine highlights trail developments in the province, discusses trail issues, provides updates from important trail stakeholders, and provides information on events and activities on the trail network.

This is an on-line digital magazine using the latest communications technology. It is produced using Flipsnack, which uses page-turning technology to mirror the experience of a printed magazine, but with the added benefits of embedded videos and links to other on-line resources.

The magazine is distributed directly to all Saskatchewan Trails Association (STA) members, and via a link to our more than 9,000 followers on Facebook, Instagram and X. Current and past issues will be archived on our website, [sasktrails.ca](https://sasktrails.ca).

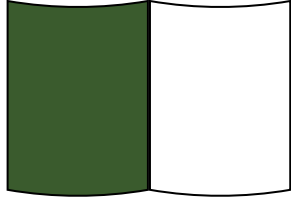
*SaskTrails Explorer* is a great opportunity for you to directly reach trail enthusiasts throughout the province. We provide our readers with the skills, inspiration, gear and information to take them on trail experiences from sand dunes to dense forests to rolling grasslands and everything in-between. If you are serious about getting your message out to serious trail enthusiasts in Saskatchewan, *SaskTrails Explorer* is your vehicle to reach them.

# ADVERTISING Sizes & Rates



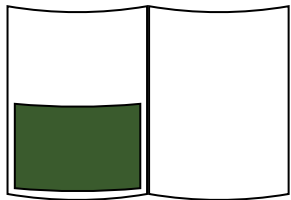
BACK COVER (full colour) 8" w x 10.5" h (no bleeds) \$500

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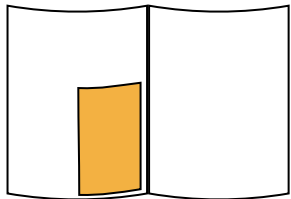
INSIDE COVER (full colour) 8" w x 10.5" h (no bleeds) \$400

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FULL PAGE (full colour) 8" w x 10.5" h \$350

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HALF PAGE (full colour) 8" w x 5.125" h  
OR 3.875" w x 10.5" h \$200

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QUARTER PAGE (black/  
white) 3.875" w x 5.125" h \$150

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Ads must be at least 300 ppi resolution and submitted in a PDF, JPEG or EPS file in RGB format. Fonts must be embedded in all PDF files. Submit ads to [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca).





# BUSINESS Profile

Make your company stand out with a business profile. A one-page business feature is available for \$500 plus applicable taxes.

## Here Are The Benefits

- A company profile of up to 650 words including photos.
- The story will be one of the highlights on the front cover and table of contents.
- Three years of visibility on the SaskTrails website in the *SaskTrails Explorer* section.
- We will provide you with a print-ready PDF of your profile with reprint rights that you can use on your website, social media or to print and provide to your customers.
- Social media posts on the STA's Instagram, Facebook and X social media accounts to promote your feature.

# ADVERTISING Deadlines

## Winter 2025

Booking Deadline: November 14

Artwork Due: November 21

Distribution (Approximately): December 12

## Summer 2026

Booking Deadline: May 15

Artwork Due: May 22

Distribution (Approximately): June 12

FREE AD DESIGN  
INCLUDED WITH ALL ADS





**For Advertising Inquiries**

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*SaskTrails Explorer* is published by *Benchmark Public Relations Inc.*  
on behalf of the *Saskatchewan Trails Association.*

ADVERTISING *Inquiries*

# SASKTRAILS

## Explorer



### CLIENT INFORMATION

Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_

### SPECIFICATIONS & PRODUCTION

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### SUMMARY

\_\_\_\_\_ Display Space \_\_\_\_\_  
 \_\_\_\_\_ Special Placement \_\_\_\_\_  
 \_\_\_\_\_ GST (5%) \_\_\_\_\_  
 \_\_\_\_\_ Subtotal \_\_\_\_\_  
 Subtotal x \_\_\_\_\_ Number of issues \_\_\_\_\_  
**GRAND TOTAL** \_\_\_\_\_

### CONTACT

#### Benchmark Public Relations

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 E: [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca)

*SaskTrails Explorer* is published by *Benchmark Public Relations Inc.* on behalf of the *Saskatchewan Trails Association*.

Please make cheques payable to the Saskatchewan Trails Association.