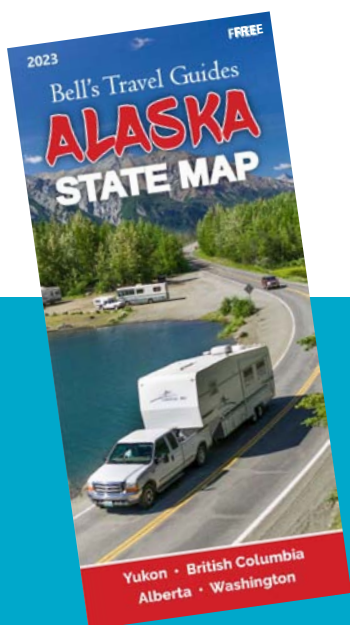
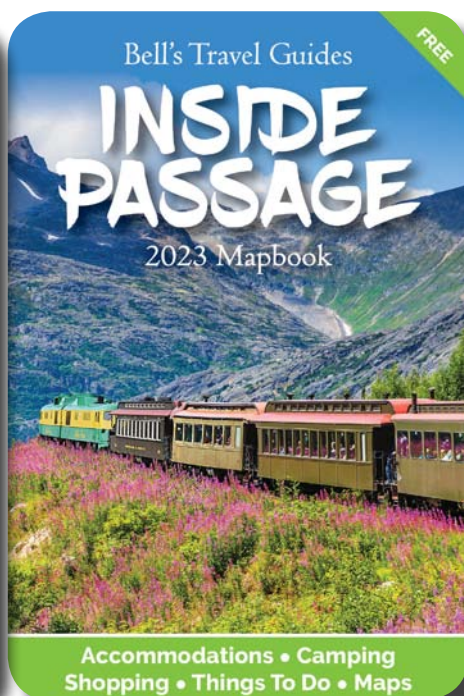
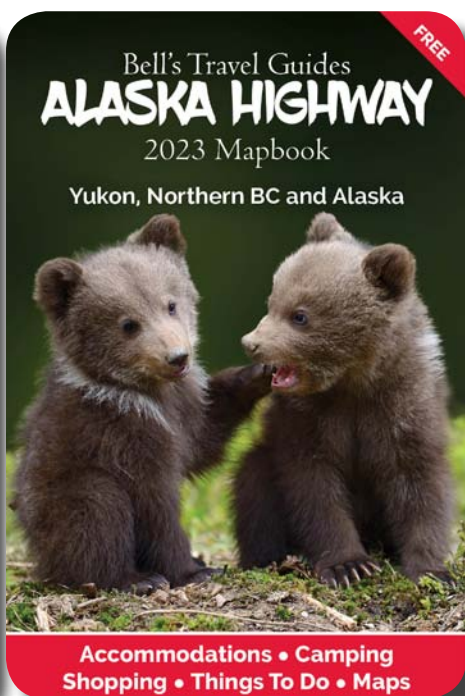
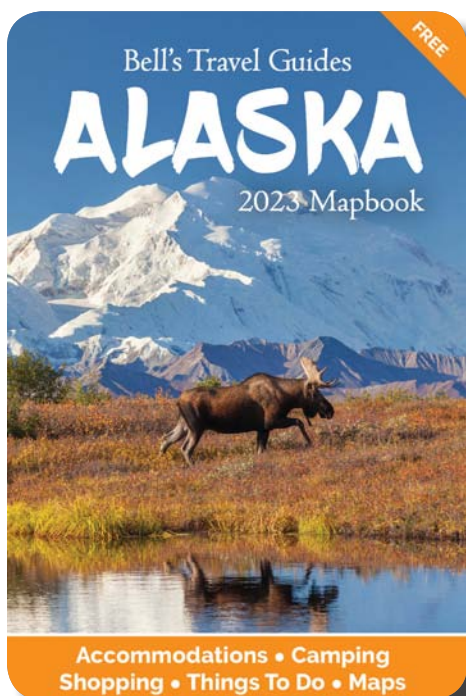




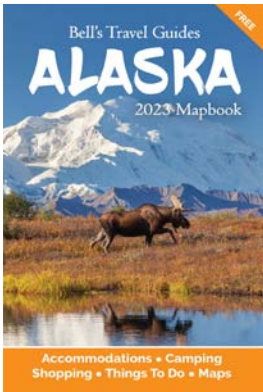
Bell's Travel Guides

Leading the way for over 60 years



2024 Product Overview



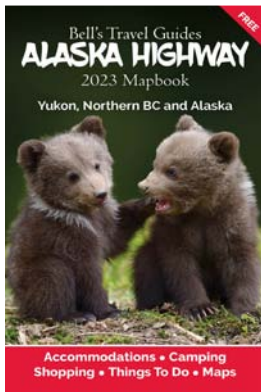
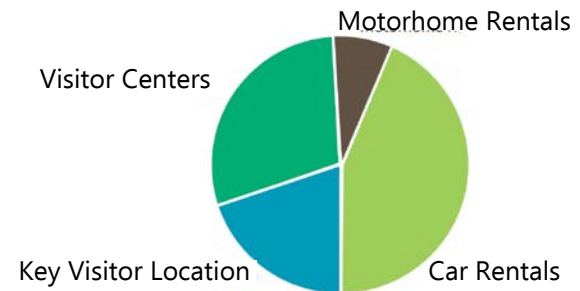


Bell's Alaska Mapbook

24th Edition

- 75,000 copies distributed within Alaska
- Targets cruise/fly-drive market and independent visitors
- Detailed maps of every major highway in Alaska
- Maps are linked by QR Code to mile-by-mile highway descriptions

- Advertisers are linked from our mobile friendly website

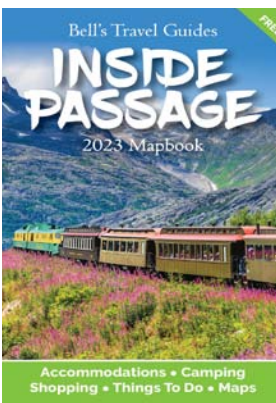
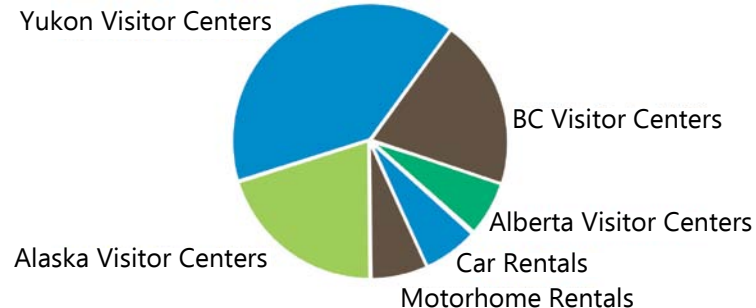


Bell's Alaska Highway & Connecting Routes

21th Edition

- 70,000 distributed from Edmonton, AB to Fairbanks, AK
- Targets summertime highway traffic to Alaska and Yukon
- Detailed maps of the Alaska Highway and connecting routes
- Maps are linked by QR Code to mile-by-mile highway descriptions

- Advertisers are linked from our mobile friendly website

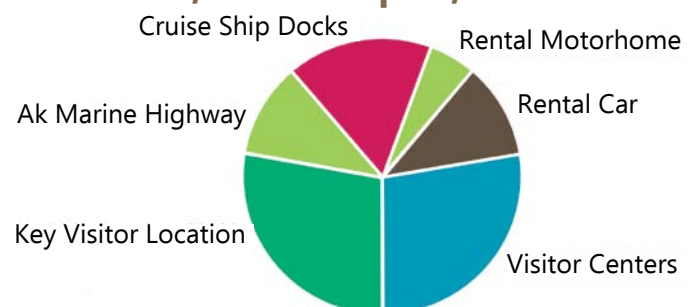


Bell's Inside Passage Mapbook

18th Edition

- 70,000 copies distributed throughout Southeast Alaska and gateway cities leading to Southeast
- Designed to serve the Cruise/Air passengers as well as the independent visitor to Southeast Alaska
- Gateway Cities include: Seward, Prince Rupert, Whitehorse

- Advertisers are linked from our mobile friendly website



The most interactive publication in the North!

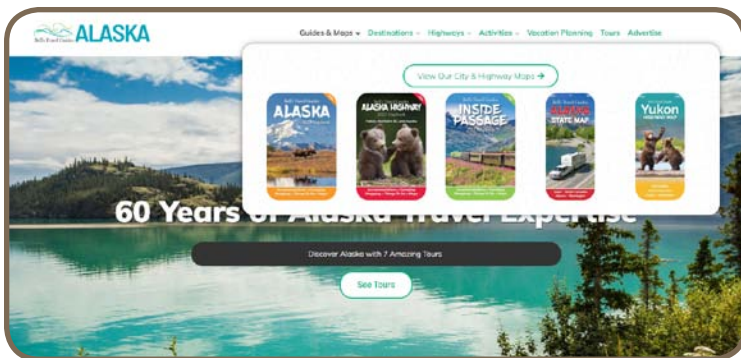
Our Mapbooks now reach over 20,000 unique visitors per month, through our website, online magazines and mobile devices in addition to the 215,000 Mapbooks we print.

Bell's publications are all available as interactive web books with clickable advertisements linked to YOUR website!

Our books can be viewed online or downloaded to smartphones, tablets or personal computers.



Advertisers take center stage on Bell's website



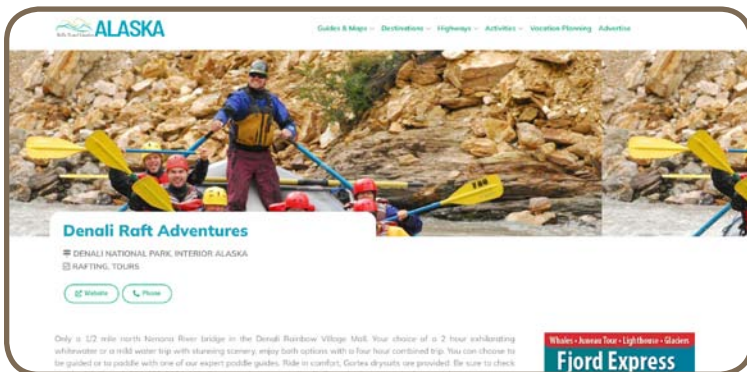
- Every Advertiser has a dedicated listing page on BellsAlaska.com:
 - Featured Photo
 - Web and Phone links
 - Premium listing advertisers can add photos and videos

- Mobile friendly design because 95% of people travel with a mobile device.

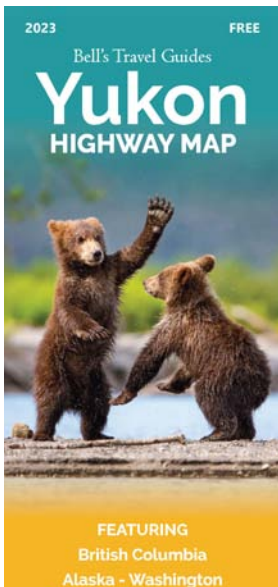
- Customers can call your business directly from the mobile site with just one tap!

- Highway Advertisers have highlighted listings in the mile-by-mile highway descriptions.

- QR codes on every highway map access mobile friendly highway logs with mile-by-mile descriptions.



Highway Maps That Get Results



The Yukon Highway Map

The Yukon Highway Map is the most comprehensive and up to date map of the Yukon available. With limited advertising space, each advertiser is guaranteed maximum exposure.

Includes Bell's signature map highlighting British Columbia and including Washington State, the Yukon and all of Alaska.

Display Ad Pricing:

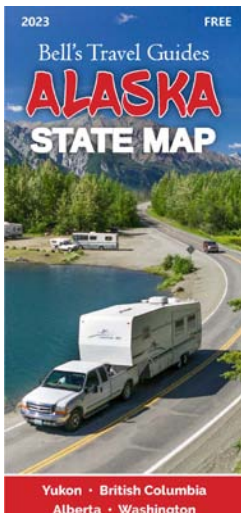
6" x 4"	\$4,695
3" x 4"	\$2,595
3" x 2"	\$1,295
Back Cover	\$6,595



The Alaska State Map

This ideally sized Alaska State Map is small and convenient to carry, yet it still provides full coverage of Alaska's highway system.

Includes Bell's signature map stretching from Washington State, Through British Columbia, the Yukon and all of Alaska.



Display Ad Pricing:

7" x 3"	\$3,495
3" x 3"	\$1,795
Back Cover	\$4,695



Rental Car Distribution

Bell's Alaska Mapbook Partners

- Enterprise
- Avis
- Budget
- Dollar
- National
- Hertz
- Alamo
- Alaska 4x4 Rentals



Bells Travel Guides RV Rental Distribution

The following RV Rental companies are participating in the distribution of Bell's Travel Guides.

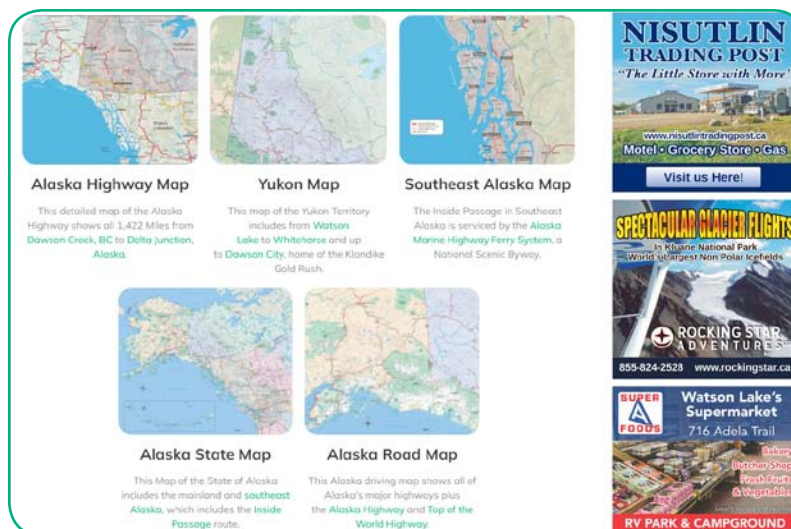
- ABC Motorhome Rentals
- Great Alaskan Holidays
- Canadream
- Cruise America
- GoNorth RV Rentals
- Clippership Motorhome Rentals
- Fraserway RV Rentals



Digital Marketing on BellsAlaska.com

Digital marketing on BellsAlaska.com is designed to help clients reach travellers planning their trip & while on the road in Northern BC, the Yukon and Alaska.

Limited space is available to place banner ads on highly targeted pages.



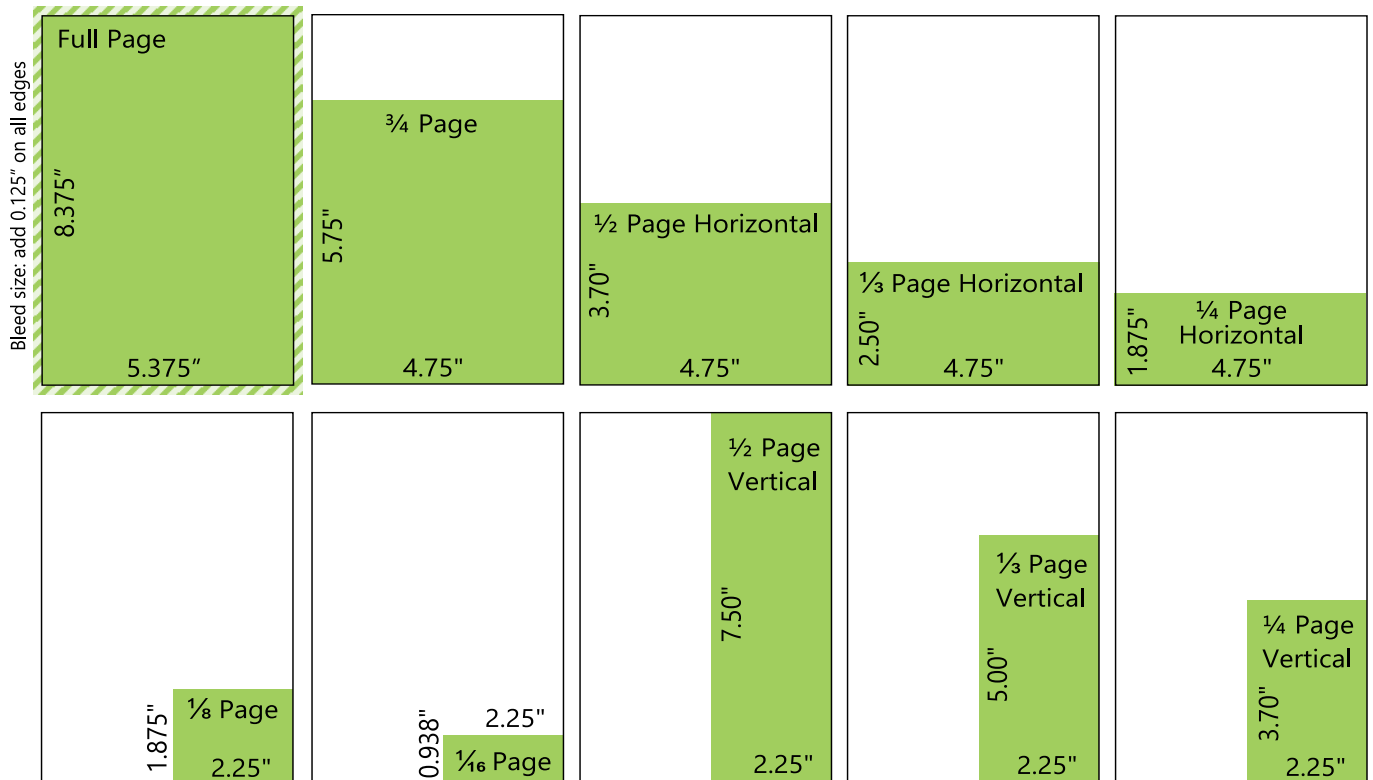
Prominent position
in the content &
Sidebars

Digital Banner Ad Pricing: \$1000

Digital Banner Ad Sizing:

Square Banner	300 pixels x 300 pixels
Rectangle Banner	450 pixels x 150 pixels
Vertical Banner	300 pixels x 450 pixels

Advertisement Sizes



Publication trim size: 5.375" x 8.375" **Printing Process:** Web offset

- All Advertising Materials Due by Oct 31, 2023
- Digital PC files must be submitted as PDF files with CMYK Color, 300 DPI, fonts converted to curves
- **Bleed ads:** Keep text and logos 0.30" from trim edge & 0.40" from Bleed edge
- We do not accept digital files created in Microsoft Publisher, Word or similar files
- Additional charges may apply for file conversion.

Advertising Rates

Display Ad Pricing:

Back Cover	\$6,595
Inside Cover	\$5,495
Full Page	\$4,695
3/4 Page	\$3,695
1/2 Page	\$2,595
1/3 Page	\$1,795
1/4 Page	\$1,395
1/8 Page	\$ 750
1/16 Page	\$ 550
75 Word Listing	\$ 295

(Included with Display Ad)

Ad Design: Ad design and one set of corrections are included in the advertising rate. Any further corrections are charged at \$100/hour

Enhance Your Advertising Package

Add Your Logo to a Map \$300

Premium Listing \$349

- Web links on all online publications
- Photos and/or Video included in your listing on Bell's Website - www.bellsalaska.com

What Advertisers are saying about Bell's Travel Guides!

Each advertising investment we place is evaluated for success. We have never questioned the impacts of partnering with Bells Travel Guides in print and online. (And yes, we remember when print was the only version.) The distribution of the printed guides is one of the best. It ensures that Alaska's high-way travelers, both in owned and rented RV/auto, have access to the books as they travel to, from and around Alaska. The online version ranks highly in the search process, allowing your investments with Bells to also reach road warriors in their early planning stages.

- Colleen Stephens, Stan Stephens Glacier & Wildlife Cruises

Bells Travel Guides are a valuable and dependable partner for people making plans to visit and drive around Alaska. They are very responsive to our needs and their maps and guides are extremely popular and we always seem to be asking for more.

- Brad Anderson, Homer Chamber of Commerce

What visitors are saying about Bell's Travel Guides!

I would like to take this opportunity to express my sincere gratitude for your Alaska Mapbook." We recently visited Alaska and drove over 3000 miles in an RV for two and a half weeks. I purchased "Alaska for Dummies" and the "Milepost" before our trip. Your book was more useful than either of them, and it was free! We were never without it. It was invaluable for our entire trip. It kept us from getting lost and gave us great history and information on all the different places we visited. The "Alaska Mapbook" is set up very user friendly. Thank you and your sponsors for such a great job.

- Mildren Morrison

I would just like to mention how happy I am with the Bell's Travel Guide. I just returned from a 7-day cruise from Anchorage. Before taking the cruise we spent 4 days driving around Anchorage, your guide was flawless in getting us to the places we wanted to see. After starting out in Anchorage we drove to Denali and Fairbanks. Your pinpoint accuracy of scenic highlights was a big help. We were able to plan our photo stops without a glitch. We will recommend your guide to anyone traveling this region, please promote your book, as it should be with every traveler in Anchorage and Alaska. Thank you for making our trip even more enjoyable

- Ken Ward

I love my copy of your guide-I HAVE LEARNED MORE FROM IT THAN FROM MY ACTUAL VISIT TO ALASKA.

- Nada Joksimovich

Contact Bell's Travel Guides

U.S.A Office
1770 Front St #170
Lynden, WA 98264

Canadian Office
2676 Moore Drive
West Kelowna, BC V4T 1R9

250-768-2426 1-800-880-9109 info@bellsalaska.com www.BellsAlaska.com