



Advertising Opportunity

Are you looking to expand your awareness and reach in Alberta? Advertising with SVAA offers multiple ways to connect with over 2,500 specialty vehicle enthusiasts. Our newsletter, Alberta Rides, is written for hobbyists by hobbyists and distributed four times year. SVAA has an active subscription base with our Website and a growing number of Facebook followers. Yearly advertisers are featured on the SVAA website and promoted on SVAA Facebook page.

All advertising net revenues go towards the SVAA Scholarship and Young Owners Programs.

WHAT ARE WE ABOUT?

The Specialty Vehicle Association of Alberta (SVAA) is a non-profit established in 1974.

Our Mandate is to be an advocacy, support and information mechanism for the specialty vehicle hobby. Our membership of over 60 clubs represents over 2500 includes antiques, tuners, classics, muscle cars, racing cars, motorcycles, off roaders, military, low riders and modern vehicles with a trunk load of stereo equipment.

For more advertising information, please contact:

NORTHERN ALBERTA

Rob Balcom

☎ 780 831 6896 ✉ Rob@SVAAAlberta.com

EDMONTON AND AREA

Bob Fisher

☎ 780 718 2257 ✉ BobF@SVAAAlberta.com

Dave Scragg

☎ 780 940 2641 ✉ Dave@SVAAAlberta.com

RED DEER AND AREA

Dick McDonell

✉ Dick@SVAAAlberta.com

CALGARY AND AREA

Glenn Moss

✉ Treasurer@SVAAAlberta.com

Randy Rollo

✉ RandyR@SVAAAlberta.com

Al Riise

☎ 403 274 4474 ✉ Al@SVAAAlberta.com

Jim Herbert

☎ 403 241 2218 ✉ JimH@SVAAAlberta.com

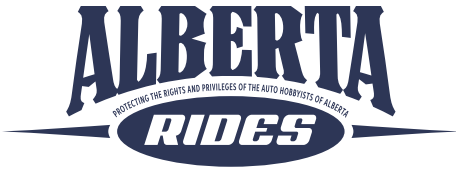
SOUTHERN ALBERTA

Brian Baxter

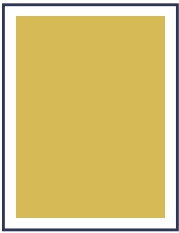
✉ Brian@SVAAAlberta.com

General Email

✉ Advertising@SVAAAlberta.com



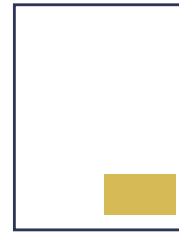
ADVERTISEMENT PRODUCTION SPECIFICATIONS



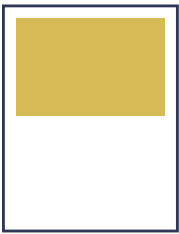
Full page
7.5"w x 10"h



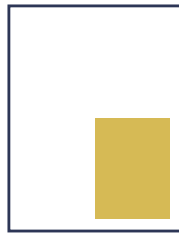
1/4 horizontal
7.5"w x 2.5"h



Business card
3.5"w x 2"h



1/2 horizontal
7.5"w x 5"h



1/4 block
3.75"w x 5"h

Production Requirements

- Completed ad must be submitted as a jpeg with a resolution of at least 96dpi but a max of 150dpi.
- File size should not exceed 2MB

Recommendations

- Please check all artwork before submission to be sure legibility of typography at 100% size

Advertising Deadlines

All ads must be submitted by the 20th of each month in order to be published in the following month's publication

Ad Submission

Finished files can be emailed to: Advertising@SVAAAlberta.com

Contact / Questions

For ad submission inquiries, please contact Bob Fisher at 780 718 2257 or by email at BobF@SVAAAlberta.com

ADVERTISING RATE SCHEDULE

# of Issues	Business Card	1/4 Page	1/2 Page	Full Page
1	\$75	\$175	\$300	\$500
2	\$130	\$300	\$500	\$800
3	\$160	\$400	\$700	\$1,100
4	\$200	\$500	\$900	\$1,500



Advertiser Information

Business Name _____

Address _____

City _____ Province/State _____ Postal Code/Zip _____

Contact Name _____

Phone _____ Email _____

Website _____

Facebook _____

Instagram _____

Date _____ Number of issues _____

Advertising Size: Full page 1/2 Page 1/4 Horiz 1/4 Block Business Card

Business logo provided (for yearly advertisers for use on SVAA Website) Yes No

Special instructions:

