

EXPLORER

CELEBRATING 32 YEARS ♦ 2026 Official Visitors Guide ♦ Annapolis Royal & Area

Cradle of our Nation



Tourism Nova Scotia, @davevandsky, Dan Froese

Prices Include Print & Digital Editions, Business Directories & Maps

Thanks to outstanding support, this is the 32nd year of publication for the Explorer Visitors Guide. It continues to grow and evolve and is popular with locals and visitors alike. The Explorer's tried and true track record of success consistently helps you make the most of your valuable marketing dollars – in print, online and social media. It is distributed at tourist bureaus, trade shows, ferries and participating businesses. The Explorer is a proven, trusted, cost-effective, multi-faceted, year-round, co-ordinated, co-op campaign.

WEB QUICK LINK

Includes Business Quick Link on www.ExploreAnnapolisRoyal.com

EXPLORER MAPS

As an Explorer Partner, the cost of your ad also includes your business on both our print and digital Maps.

EXPLORER MAGAZINE ONLINE

The Explorer Magazine is available on numerous websites. It promotes your business year-round to area residents and also reaches visitors early in the important, initial trip planning phase.

BUSINESS DIRECTORIES

Your business will be included in our Explorer Business Directories, both print and digital editions.

EXPLORER EVENTS GUIDE

As an Explorer Partner, there is no charge for including your events in our weekly online Events Guide.

SOCIAL MEDIA

High profile social media campaigns add extra value, boost visibility 24/7 for the area, and are enjoyed by locals and people throughout the world.

PARTNERS IN PROGRESS

~ 2026 DEADLINES ~

ADS: March 15, PAYMENT: April 20

NO RATE INCREASE!

2" wide x 3" tall	\$200
4" wide x 1.5" tall	\$200
2" wide x 4" tall	\$230
4" wide x 2" tall	\$230
2" wide x 5" tall	\$280
4" wide x 3" tall	\$320
4" wide x 4" tall	\$390
4" wide x 5" tall	\$485
4" wide x 6" tall	\$600

LESS THAN \$0.55/DAY!

SPACE & AD SIZES LIMITED
~ Reserve Yours Today ~
902-532-3035

E-Transfer accepted:
explorer@explorerguide.ca

Only 1 business name per ad
25% OFF Display Ads
for owners with 2 or more stores.

AD DESIGN: We will design your ad, no extra charge.

If you prefer to submit your own, please use specs below.

AD SPECS: Press quality PDF (PDF/X1a). Photos 300 dpi at printed size. CMYK Colour for all text and graphics. No RGB Colour. No 4 colour black text. Use C0 M0 Y0 K100. Text on separate layer from graphics, outlined or converted to curves to avoid font substitutions or submit fonts. No embedded fonts. No text smaller than 8 points at printed size. 1.0 plain rule border. No dark photos or backgrounds. If you have any questions, please contact us. We'll be happy to help.

Make Cheque payable to
EXPLORER COMMUNICATIONS
44 Prince Albert Road, PO Box 638
Annapolis Royal, NS B0S 1A0

MAPS • ATTRACTIONS • RESTAURANTS • LODGING • SHOPPING • FESTIVALS • DIRECTORY