

DAWSON CITY

CITY MAP

PRICE LIST

GUIDE 36TH YEAR 2025

ATTRactions • MAPS • SERVICES

TOLL FREE: 1-888-467-8448

To be listed or to advertise contact:



PR SERVICES LTD.
7219-7th Avenue, Whitehorse,
Yukon, Canada Y1A 1R8
Toll Free: 1-888-467-8448 (in Canada)
Ph: (867) 667-4144 • Fax: (867) 668-6277
yukoninfo.com • prservices@yukoninfo.com

All products are printed using vegetable based inks and are recyclable.



We also publish Map- Attraction & Service Guides in the north for:

Inuvik • Skagway
Southern Lakes: Atlin, Carcross & Teslin
Watson Lake • Whitehorse

DISTRIBUTED TO OVER 750 LOCATIONS!

LISTINGS

REGULAR LISTING (RL)

Name • 2 Lines of Info
Address • Phone \$145.00
2nd Listing Under Different Heading. \$100.00

EXTRA LINE OF INFORMATION (XL)

Extra line of information - add..... \$45.00

REGULAR LISTING - YELLOW HILITE (RLH)

Yellow Hilite - add \$30.00

SUPER BOLD (SB)

Super Bold Name \$195.00

PUBLISHING

PIERRE BERTON HOUSE, THE 59
Home to national writer-in-residence program. Located on 8th Ave.
For information, call 993-5575

PIERRE BERTON HOUSE, THE 59
Currently home to national writer-in-residence program. Located on 8th Ave, across from Robert Service Cabin.
For information, call 993-5575

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LISTING PAGE ADS

LPA - LISTING PAGE AD

Includes all production and photos (2.208"w x 1.378"h) \$695.00

BENEFITS:

- FULL COLOR LOGO OR PHOTO
- ANY COLOR COMBINATION MAY BE USED
- DIFFERENT SIZE & STYLE TYPE
- ALL LISTINGS UNDER DIFFERENT HEADING RECEIVE AN EXTRA LINE N/C

See our ad under ...

SLPA - SUPER LISTING PAGE AD

Includes all production and photos (2.208"w x 1.968"h) \$795.00

BENEFITS:

- LARGE, EASY TO READ AD UNDER A SPECIFIC HEADING
- FULL COLOR LOGO OR PHOTO
- INCLUDES ALL DESIGN
- ANY COLOR COMBINATION MAY BE USED
- DIFFERENT SIZE & STYLE TYPE
- ALL LISTINGS UNDER DIFFERENT HEADING RECEIVE AN EXTRA LINE N/C

See our ad under ...

Note: LPAs, SLPAs and informationals are always positioned following the appropriate heading.

JEWELLERS

KLONDIKE NUGGET AND IVORY SHOP LTD.
OVER 100 YEARS! ESTABLISHED 1904
OPEN YEAR-ROUND
Gold Nuggets, Pendants, Jewellery, Mammoth Ivory & Carvings
Goldsmiths On Premises
Front & Queen St • Ph: (867) 993-5432

ANTIQUES & COLLECTIBLES

Dawson Trading Post
Antiques & Collectibles
Camping • Fishing • Hunting
Gold • Mammoth Ivory
OUTFITS BOUGHT • SOLD
Located on Front Street
Phone: 993-5316 • Fax: 993-6315

yukoninfo.com

LOGOS

FULL COLOR LOGO	
Positioned on a Map	\$250.00



DISPLAY ADVERTISING

1/4 (Ad Space) Page	\$1175.00
1/3 (Ad Space) Page	\$1595.00
1/2 (Ad Space) Page	\$2295.00
2/3 (Ad Space) Page	\$2950.00
Page (Ad Space) excluding back page, inside front cover & inside back page - add 10% for covers	\$4250.00

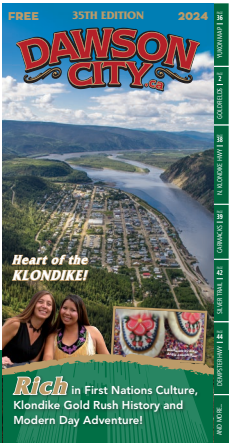
AD SPECIFICATIONS

1/4 (Ad Space) Page Vertical	2.33" wide x 3.74" high
1/4 (Ad Space) Page Horizontal	4.843" wide x 1.85" high
1/3 (Ad Space) Page Vertical	2.33" wide x 5.157" high
1/3 (Ad Space) Page Horizontal	4.843" wide x 2.52" high
1/2 (Ad Space) Page Vertical	2.33" wide x 7.75" high
1/2 (Ad Space) Page Horizontal	4.843" wide x 3.74" high
2/3 (Ad Space) Page	4.843" wide x 5.157" high
3/4 Ad Space Page	4.843" wide x 5.806" high
Page (Ad Space) inside trim	4.843" wide x 7.75" high
Page (Ad Space) bleed on left, top and right	5.75" wide x 8.5" high

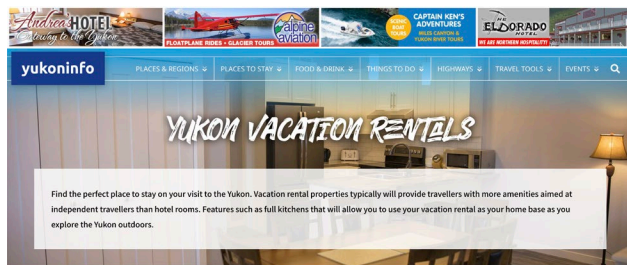
Production and design is included with all ads.

We currently support most industry leading software on both Mac and PC platforms. All elements should be included such as images and fonts used to create the ad. We prefer images supplied to be CMYK which are 300 dpi at the size they will be printed. Corel Draw, Adobe Pagemaker and Microsoft Publisher are not supported. These have to be provided as PDF or EPS with all text converted to curves.

Terms are 1/2 deposit, balance billed 30 days after invoice date.



ENHANCED WEB LISTINGS

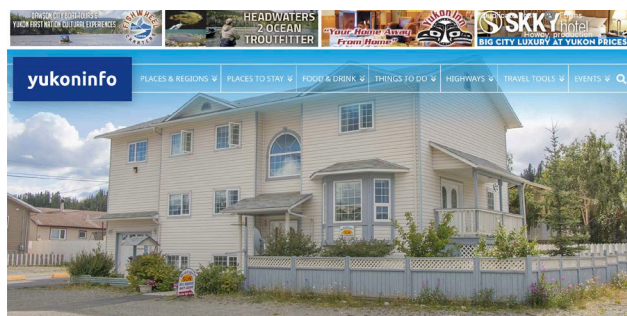
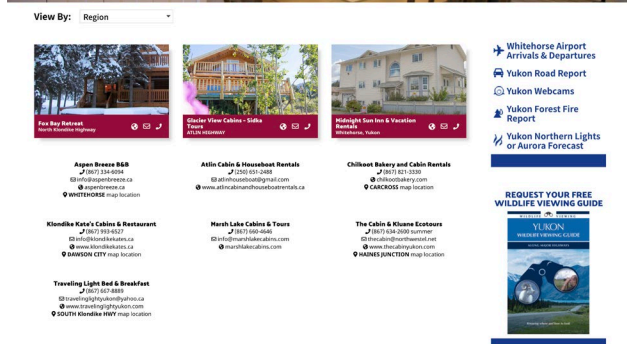


Enhanced Web Listings: \$125.00

- Priority Placement on Listing Pages, Category Pages & Region Pages
- Google Map Markers
- Enhanced Listing Page

Video Web Listing: \$495.00

- Maximum 2 minute commercial quality video promoting your business
- On location footage and editing included
- Video link on your listing
- Video added to our youtube channel
- Use/embed your video anywhere!



Enhanced Listing Page

- Includes logo, additional photos, map with location marker, and descriptive text.

BANNER ADS

Sitewide Banner: \$2,495

Featured Category Package: \$1,495

