

2010 Travel Planner Ad specs

Photo: 3.5" x 3.5"

In this photo space, ½ page ads have the freedom of design based on your branding requirements. Please see example of Kicking Horse Grill on page 45 of '09 Travel Planner

1/2 Page Ad \$1269 (Inside DMO rate) / \$1489 (Outside DMO rate)

The 1/2 page ad format will be 4.25" x 7.5"

The rest of the ad will feature the following information:

- **Company name**
- **Description (150 words max)**
- **Website address**
- **Contact number**
- **Address**
- **logo**
- **Rates**

(Accommodation listings will also feature up to 9 symbols)

Photo: 2.25" x 2.25"

One or up to 4 photos in this area. Please see examples on page 8 of '09 Travel Planner

1/3 Page Ad \$899 (Inside DMO rate) / \$1089 (Outside DMO rate)

The 1/3 page ad format will be 2.75" x 7.5" and will feature the following information:

- **Company name**
- **Description (110 words max)**
- **Website address**
- **Contact number**
- **Address**
- **logo**
- **Rates**

(Accommodation listings will also feature up to 9 symbols)

Photo:

1.15" x 1"

Only one photo

1/6 Page Ad \$399 (Inside DMO rate) / \$499 (Outside DMO rate)

The 1/6 page ad format will be 1.25" x 7.5" and will feature the following information:

- **Company name • Description (55 words max) • Website address**
- **Contact number • Address • Rates**

(Accommodation listings will also feature up to 9 symbols)

Basic Ad \$99 (N/A for outside DMO area)

Photo:
0.6"x0.6"
Only one
photo

The new ad format will be 0.8" x 3.5" and will feature the following information: • **Company name • Description (10 words max) • Website address • Contact number • Rates**

Free listing* _____

This format will include: your company name, contact number and website address.

*This free listing is offered only to those companies listed on www.TourismGolden.com