



## **Tourism Golden 2011/ 2012 Cooperative Advertising Initiatives**

**Travel Planner 2012**

**TG.com Web Listing Renewal 2012**

**SnoRiders Fall 2011**

**Columbia Valley Weddings 2012**

**Kicking Horse Magazine Winter 2012 & Summer 2012**

**Kootenay Rockies Travel Guide 2012**

**Experience Mountain Parks 2012**

**Where Magazine Summer 2012**

**Discover BC – Calgary Herald 2012**

**Calendar of Tourism Golden Co-op Advertising Initiatives for Fiscal Year 2011/2012**

<b><u>Cood Advertising Project</u></b>	<b><u>Distribution</u></b>	<b><u>Ad cost starting at</u></b>	<b><u>Sign up deadline</u></b>	<b><u>Content Deadline</u></b>	<b><u>Payment Deadline</u></b>
<b>Travel Planner 2012</b>	90,000	\$99.00	October 1, 2011	October 10, 2011	October 1, 2011
<b>Website Renewal 2012</b>	NA	\$75.00	January 1, 2012	NA	January 1, 2012
<b>Snoriders Fall Show Issue</b>	40,000	\$274.00	September 6, 2011	September 9, 2011	September 6, 2011
<b>Columbia Valley Weddings</b>	10,000	\$109.00	September 6, 2011	September 9, 2011	September 6, 2011
<b>Kicking Horse Magazine (Winter)</b>	15,000	\$220.00	September 6, 2011	September 9, 2011	September 6, 2011
<b>Kicking Horse Magazine (Summer)</b>	15,000	\$220.00	March 2, 2012	March 9, 2012	March 2, 2012
<b>Kootenay Rockies Travel Guide</b>	175,000	\$320.00	September 26, 2011	October 3, 2011	September 26, 2011
<b>Experience Mountain Parks</b>	450,000	\$129.00	December 2, 2011	December 9, 2011	December 2, 2011
<b>Where Magazine (Summer)</b>	245,000	\$590.00	March 2, 2012	March 9, 2012	March 2, 2012
<b>Discover BC - Calgary Herald</b>	287,900	\$220.00	May 4, 2012	May 11, 2012	May 4, 2012

# 2012 Travel Planner – Advertising Rates & Distribution

The size of the Travel Planner is 8.25" (w) X 10.75" (h)

Ad Size	DMO Area	Outside DMO
Back Cover	\$4599	\$5699
Inside Front Cover	\$3999	\$4899
Inside Front Cover Adjacent	\$3999	\$4899
Inside Back Cover	\$3999	\$4899
Inside Back Cover Adjacent	\$3599	\$4399
Regular Full Page	\$3299	\$3999
1/2 Page Formatted	\$1269	\$1489
1/3 Page Formatted	\$899	\$1089
1/6 Page Formatted	\$399	\$499
Basic ad	\$99	N/A

Discounts are available for multiple ads, starting at 10%. Please contact us for more details.

### **Ads Production**

We will provide design for all ads at no extra cost. See 2011 Travel Planner for ad sizes and design.

### **Full Page Ads**

Full page ads will not be formatted but will have to be consistent with our Travel Planner.

- Ads 1/6 page or larger will receive FREE racking at 2011 Snowmobile consumer shows and 2012 Calgary Outdoor Adventure and Travel consumer show.

### **Proposed Distribution Plan - 90,000 copies**

- 43,500 copies with Ski Cover with special targeted distribution in Calgary
- 3,000 copies with Snowmobile Cover with special distribution at snowmobile shows. Edmonton and Saskatoon Shows
- 43,500 copies with General Summer Cover with distributing during summer 2012 at the locations below
  - 85 locations in Canmore, Banff and Lake Louise
  - Summer delivery to 70 Bed & Breakfasts in Canmore and Banff
  - Calgary Bed & Breakfasts - 30 locations
  - Calgary Airport and Calgary Tower
  - Visitor centres in BC - Exact locations are available on request.
  - 7 Provincial TBC Info Centres (Peace Arch, Merritt, Golden, Mt. Robson, Osoyoos, Vancouver Airport, Tourism Vancouver)
  - Kootenay Region
  - Golden & Kicking Horse Country region

# 2012 Travel Planner – Contract with DMO Geographic Area Partners

(DMO Geographic Area Partners includes Accommodators collecting 2% Hotel Tax and other Accommodators and Tourism Operators from Golden/Kicking Horse Country)

**Advertising Sign-Up Deadline: Oct 3, 2011**    **Ad Content Deadline: Oct 10, 2011**    **Payment Deadline: Oct 3, 2011**

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Space	Price	# Of Ads	Total
<input type="checkbox"/> Back Cover	\$4599	N/A	_____
<input type="checkbox"/> Inside Front Cover	\$3999	N/A	_____
<input type="checkbox"/> Inside Front Cover Adjacent	\$3999	N/A	_____
<input type="checkbox"/> Inside Back Cover	\$3999	N/A	_____
<input type="checkbox"/> Inside Back Cover Adjacent	\$3599	N/A	_____
<input type="checkbox"/> Full Page	\$3299	_____	_____
<input type="checkbox"/> 1/2 Page Formatted	\$1269	_____	_____
<input type="checkbox"/> 1/3 Page Formatted	\$899	_____	_____
<input type="checkbox"/> 1/6 Page Formatted	\$399	_____	_____
<input type="checkbox"/> Basic ad Page Formatted	\$99	_____	_____
		Sub Total	_____
		Discount for multiple ads (contact Tourism Golden)	_____
		Total	_____
		HST (12%)	_____
		<b>Total (including HST)</b>	_____

**Please note: payment is due with your contract on Oct 3, 2011. Otherwise your ad will not appear in The 2012 Golden Travel Planner.**

Questions or Special Instructions: Please send email to [Info@tourismgolden.com](mailto:Info@tourismgolden.com)

### Choose your Categories:

<b>Winter Activities</b> <input type="checkbox"/> Skiing & Snowboarding <input type="checkbox"/> Heli, Cat, Touring and backcountry lodges <input type="checkbox"/> Cross-Country Skiing <input type="checkbox"/> Snowmobiling <input type="checkbox"/> Other winter activities	<b>Summer Activities</b> <input type="checkbox"/> Golfing <input type="checkbox"/> Rafting <input type="checkbox"/> Mountain Biking & Cycling <input type="checkbox"/> Kayaking & Canoeing <input type="checkbox"/> Hang Gliding & Paragliding <input type="checkbox"/> Hiking, Heli-Hiking and Backcountry Lodges <input type="checkbox"/> Summer touring, wildlife watching, fishing, horseback riding, spa & wellness,	<b>*Accommodation</b> <input type="checkbox"/> Hotels/Motels <input type="checkbox"/> Lodges, Cabins & Cottages <input type="checkbox"/> Backcountry Lodges <input type="checkbox"/> Condos/ Vacation Houses <input type="checkbox"/> Bed & Breakfasts <input type="checkbox"/> Hostels <input type="checkbox"/> Campgrounds, Teepees & RV Parks <b>*Is your accommodation Tourism BC Approved? (not required)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Planning Your Trip/Getting Around</b> <input type="checkbox"/> Transportation <input type="checkbox"/> Reservation/Booking Services <b>Dining</b> <input type="checkbox"/> Restaurants <input type="checkbox"/> Pubs & Nightlife <b>Weddings</b> <input type="checkbox"/> Weddings
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### Please make checks payable to Tourism Golden

#### Tourism Golden General Terms & Conditions

- Customers assume liability for all content of advertisements and also assume responsibility for any claims arising therefrom against the publisher.
- Cancellations will only be accepted within 7 days of signing this agreement.
- I understand my advertisement cannot be cancelled or altered after final proof.
- All advertising copy is subject to approval of publisher.
- The limit of liability for publisher's error is the cost of the advertisement.
- Applicable GST will be charged on all advertising space costs.
- This agreement is not valid until accepted by the publisher.

#### Right to Publish

I am the lawful owner of the materials (image(s), artwork and wording) used in my advertisement and/or have obtained authorization for the use of the materials in my advertisement. Tourism Golden will not be held responsible for the usage of these materials if the proper authorization is not obtained. The Customer acknowledges that Tourism Golden shall at all times be entitled to print, publish, display or distribute the advertisement or a portion thereof, in print, in media or on the internet, as Tourism Golden deems necessary for promotional or other purposes.

I do hereby certify that I am authorized to make and execute this contract for advertising on behalf of the Customer named above

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Personal Guarantee** when a customer is a limited company. In consideration of the Company agreeing to provide advertising as herein set out, I personally guarantee payment of the Company of all monies which are now or which shall be at any time hereafter due to the company by the customer.

Please sign and fax back to 250.344.6688

# 2012 Travel Planner – Contract with Outside DMO Area Partners

(Outside DMO Area includes Kicking Horse Mountain Resort Area, Field and others)

**Advertising Sign-Up Deadline: Oct 3, 2011   Ad Content Deadline: Oct 10, 2011   Payment Deadline: Oct 3, 2011**

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Space	Price	Number Of Ads	Total
<input type="checkbox"/> Back Cover	\$5699	N/A	_____
<input type="checkbox"/> Inside Front Cover	\$4899	N/A	_____
<input type="checkbox"/> Inside Front Cover Adjacent	\$4899	N/A	_____
<input type="checkbox"/> Inside Back Cover	\$4899	N/A	_____
<input type="checkbox"/> Inside Back Cover Adjacent	\$4399	N/A	_____
<input type="checkbox"/> Full Page	\$3999	_____	_____
<input type="checkbox"/> 1/2 Page Formatted	\$1489	_____	_____
<input type="checkbox"/> 1/3 Page Formatted	\$1089	_____	_____
<input type="checkbox"/> 1/6 Page Formatted	\$499	_____	_____
	Sub Total		_____
Discount for multiple ads (contact Tourism Golden)			_____
	Total		_____
	HST (12%)		_____
	<b>Total (including HST)</b>		_____

**Please note: payment is due with your contract on Oct 3, 2011. Otherwise your ad will not appear in The 2012 Golden Travel Planner.**

Questions or Special Instructions: Please send email to [info@tourismgolden.com](mailto:info@tourismgolden.com)

### Choose your Categories:

<b>Winter Activities</b> <input type="checkbox"/> Skiing & Snowboarding <input type="checkbox"/> Heli, Cat, Touring and backcountry lodges <input type="checkbox"/> Cross-Country Skiing <input type="checkbox"/> Snowmobiling <input type="checkbox"/> Other winter activities	<b>Summer Activities</b> <input type="checkbox"/> Golfing <input type="checkbox"/> Rafting <input type="checkbox"/> Mountain Biking & Cycling <input type="checkbox"/> Kayaking & Canoeing <input type="checkbox"/> Hang Gliding & Paragliding <input type="checkbox"/> Hiking, Heli-Hiking and Backcountry Lodges <input type="checkbox"/> Summer touring, wildlife watching, fishing, horseback riding, spa & wellness,	<b>*Accommodation</b> <input type="checkbox"/> Hotels/Motels <input type="checkbox"/> Lodges, Cabins & Cottages <input type="checkbox"/> Backcountry Lodges <input type="checkbox"/> Condos/ Vacation Houses <input type="checkbox"/> Bed & Breakfasts <input type="checkbox"/> Hostels <input type="checkbox"/> Campgrounds, Teepees & RV Parks <b>*Is your accommodation Tourism BC Approved? (not required)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Planning Your Trip/Getting Around</b> <input type="checkbox"/> Transportation <input type="checkbox"/> Reservation/Booking Services <b>Dining</b> <input type="checkbox"/> Restaurants <input type="checkbox"/> Pubs & Nightlife <b>Weddings</b> <input type="checkbox"/> Weddings
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**Please make checks payable to Tourism Golden**

**Tourism Golden General Terms & Conditions**

1. Customers assume liability for all content of advertisements and also assume responsibility for any claims arising there from against the publisher.
2. Cancellations will only be accepted within 7 days of signing this agreement.
3. I understand my advertisement cannot be cancelled or altered after final proof.
4. All advertising copy is subject to approval of publisher.
5. The limit of liability for publisher's error is the cost of the advertisement.
6. Applicable GST will be charged on all advertising space costs.
7. This agreement is not valid until accepted by the publisher.

**Right to Publish**

I am the lawful owner of the materials (image(s), artwork and wording) used in my advertisement and/or have obtained authorization for the use of the materials in my advertisement. Tourism Golden will not be held responsible for the usage of these materials if the proper authorization is not obtained. The Customer acknowledges that Tourism Golden shall at all times be entitled to print, publish, display or distribute the advertisement or a portion thereof, in print, in media or on the internet, as Tourism Golden deems necessary for promotional or other purposes.

I do hereby certify that I am authorized to make and execute this contract for advertising on behalf of the Customer named above

**Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Personal Guarantee** when a customer is a limited company. In consideration of the Company agreeing to provide advertising as herein set out, I personally guarantee payment of the Company of all monies which are now or which shall be at any time hereafter due to the company by the customer.

Please sign and fax back to 250.344.6688

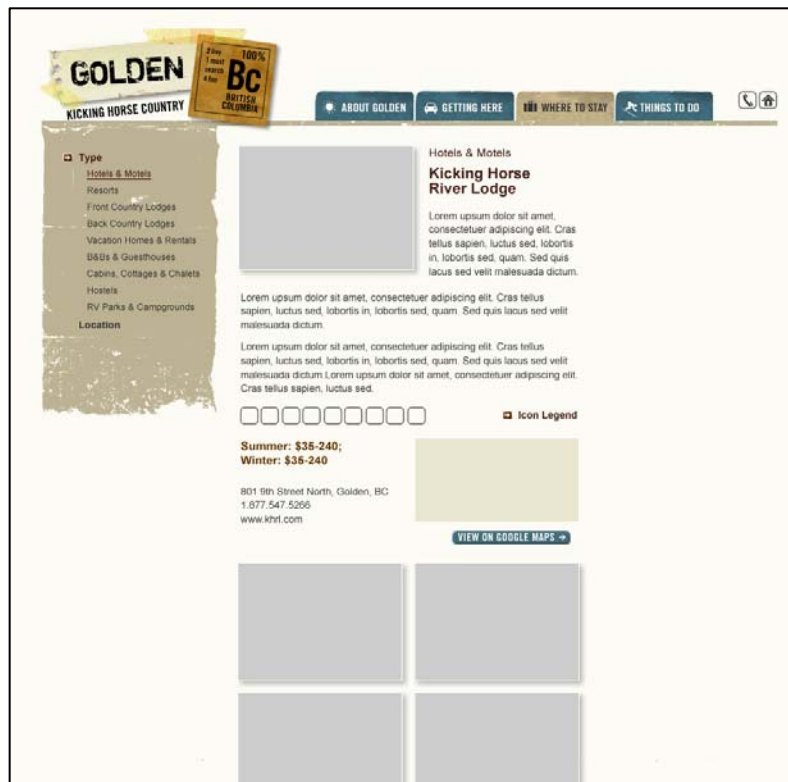
# Tourism Golden Partner Website Package



[www.tourismgolden.com](http://www.tourismgolden.com)

Web Listing from Jan 1<sup>st</sup>, 2012 – Dec 31<sup>st</sup>, 2012

## Sample Page for Your Business



Please send us the following information that will be included on your pages/categories:

- 125 (max) Word Description
- 1 Main Image
- 4 Images or 3 Images + Logo
- Contact Info
- Rates
- Link to Google Map
- 9 Symbols (Accommodation Only)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Renewing web listing and would like to keep the information as is  yes  no, new info below

Main Text (min 40, max 125 words): \_\_\_\_\_

Key Feature 1 (max 5 words): \_\_\_\_\_

Key Feature 2 (max 5 words): \_\_\_\_\_

Key Feature 3 (max 5 words): \_\_\_\_\_

*Key Feature Examples: "Central location in downtown Golden" or "Rooms with mountain view" or "Great for families"*

Main Image Name (please attach the image in email, max size 2MB):

Additional Image or Logo Name (please attach the image in email, max size 2MB):

Additional Image Name (please attach the image in email, max size 2MB):

Additional Image Name (please attach the image in email, max size 2MB):

Additional Image Name (please attach the image in email, max size 2MB):

Contact Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Rates: \_\_\_\_\_

Address: \_\_\_\_\_

Website link: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Link to Google Map: \_\_\_\_\_

Accommodation Symbols (choose max 9):

<input type="checkbox"/>	Air Conditioned	<input type="checkbox"/>	Swimming Pool
<input type="checkbox"/>	Non-Smoking Rooms	<input type="checkbox"/>	Hot Tub
<input type="checkbox"/>	Smoking Rooms	<input type="checkbox"/>	Sauna
<input type="checkbox"/>	Auto Plug-ins	<input type="checkbox"/>	Outdoor BBQ/Grill
<input type="checkbox"/>	Wheelchair Access	<input type="checkbox"/>	Detached Cabins
<input type="checkbox"/>	Pets by Arrangement	<input type="checkbox"/>	RV Sites
<input type="checkbox"/>	Cable TV	<input type="checkbox"/>	Tent Sites
<input type="checkbox"/>	Internet Access	<input type="checkbox"/>	Picnic Area
<input type="checkbox"/>	Breakfast Included	<input type="checkbox"/>	Fire Pits
<input type="checkbox"/>	Restaurant	<input type="checkbox"/>	Drinking Water
<input type="checkbox"/>	Lounge/Bar	<input type="checkbox"/>	Showers
<input type="checkbox"/>	Fitness Room		

### Category Selection

Please check the categories you would like to be included in:

**Winter Activities**

- Skiing & Snowboarding
- Heli & Cat Skiing
- Ski Touring
- Cross-Country Skiing
- Snowmobiling
- Ice Fishing
- Wildlife Watching
- Snowshoeing
- Ice Climbing
- Outdoor Training & Courses

**Other Activities**

- Attractions
- National/Provincial Parks
- Arts & Culture
- Events
- Spa & Wellness
- Weddings & Reunions
- Meetings & Corporate Events

**Summer Activities**

- Golfing
- Rafting
- Mountain Biking & Cycling
- Kayaking & Canoeing
- Hang Gliding & Paragliding
- Hiking & Heli-Hiking
- Climbing & Mountaineering
- Birds & Wildlife Watching
- River & Wetlands Tours
- Horseback Riding
- Fishing
- Outdoor Training & Courses

**Dining & Nightlife**

- Bakeries, Bistros & Cafés
- Pubs & Nightlife
- Restaurants
- Take Out & Fast Food

**Accommodation**

- Hotels/Motels
- Lodges, Cabins & Cottages
- Backcountry Lodges
- Condos/ Vacation Houses
- Bed & Breakfasts
- Hostels
- Campgrounds, Teepees & RV Parks

**Shopping & Services**

- Shopping
- Local Transportation
- Catering
- Sport Equipment Rentals
- Pet Services
- Recreation & Fitness
- Reservation Services
- Shuttles
- Visitor Services

*The text and 5 images can be different for each of your categories.*

**First Category: \$75.00/year    Each Additional Category: \$40.00/year**

*These rates are for accommodators collecting 2% Hotel Tax and other accommodators and tourism operators from Tourism Golden (DMO) area*

**First Category: \$115.00/year    Each Additional Category: \$55.00/year**

*These rates are for Kicking Horse Mountain Resort area, Field and others outside of Tourism Golden (DMO) area*

For example, if you are within our DMO and have a lodge that serves breakfast and offer horseback riding, you may want to be included in the following:

- Lodges, Cabins & Cottages (\$75)     Bed & Breakfasts (\$40)     Horseback Riding (\$40)

**Total: \$155 + HST/ year**

If you are inside Tourism Golden (DMO) Area

**Payment**

If you are outside Tourism Golden (DMO) Area

First Category	<b>\$75.00</b>
Additional Categories (\$40 X _____)	_____
Subtotal	_____
12% HST	_____
<b>Total</b>	_____

First Category	<b>\$115.00</b>
Additional Categories (\$55 X _____)	_____
Subtotal	_____
12% HST	_____
<b>Total</b>	_____

**Please make cheque payable to Tourism Golden**

This contract can be faxed to Tourism Golden at 250.344.6688 or mailed to Box 20181 Golden, BC V0A 1H0



## 2011 SnoRiders Magazine: Fall / Tradeshows Issue

This is the primary snowmobiling publication in Western Canada. The Fall issue is also the one that is showcased at the Western Canada Tradeshows. Please see distribution below.

**Size:** 8.25 x 10.75 inches

**Circulation:** 40,000

**Distribution:** 86% of the magazine's direct mail distribution is to the members of provincial snowmobile associations in BC, Alberta, Saskatchewan, and Manitoba.

8000 copies are also set aside for distribution at the fall snowmobile consumer shows in Regina, Edmonton, Calgary, and Vernon.

### 16 single ad spaces available

#### **Single 1/16 page ad (1 x 3.25 inch)**

\$274 (name, one photo or logo, 25 word description, website, phone #, rates)

#### **Double 1/8 page ad (2 x 3.25 inch)**

\$548 (name, photo and logo, 45 word description, website, phone #, rates)

#### **Quarter 1/4 page ad (2 x 6.75)**

\$1096 (name, photo and logo, 65 word description, website, phone #, rates)

#### **Notes:**

Sizes are approximate.

Single 1/16 page ads will be sold first. Depending on space availability we will offer double and quarter page ads.

To see last year's magazine call or e-mail us.

**Sign Up Deadline: September 6, 2011**

**Content Deadline: September 9, 2011**

**Publishing Date: October 7, 2011**



## 2012 Columbia Valley Weddings

This Columbia Valley Weddings publication is a glossy magazine targeting clients who are planning to marry or honeymoon in The Columbia Valley area. The annual magazine offers everything the happy couple or the wedding planner will need to create their dream wedding, at any time of the year.

**Size:** 8.375 x 10.875 inches

**Circulation:** 10,000

**Distribution:** The circulation of the magazine is 10,000 copies and will be available at resorts, businesses and retail outlets throughout the region.

### **14 single ad spaces available**

#### **Single 1/14 page ad (1 x 3.75 inch)**

\$109 (name, one photo or logo, 25 word description, website, phone #, rates)

#### **Double 1/8 page ad (2.5 x 3.75 inch)**

\$218 (name, photo and logo, 35 word description, website, phone #, rates)

#### **Quarter 1/4 page ad (2.5 x 8 inch)**

\$436 (name, photo and logo, 50 word description, website, phone #, rates)

#### **Notes:**

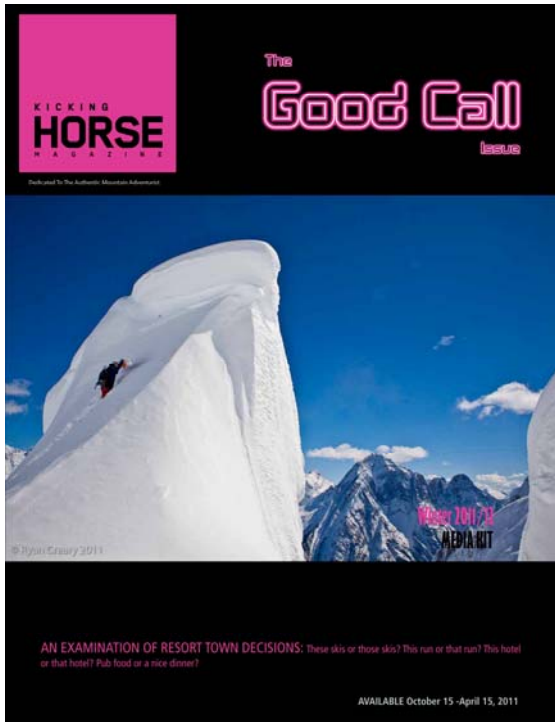
Sizes are approximate.

Single 1/14 page ads will be sold first. Depending on space availability we will offer double and quarter page ads.

**Sign Up Deadline: September 6, 2011**

**Content Deadline: September 9, 2011**

**Publishing Date: October 7, 2011**



KICKING HORSE MAGAZINE is a content driven publication capturing the essence of mountain culture in Kicking Horse Country. The publication tells the best stories of this area from an insider's perspective – the routes, moments and places we talk about are on every authentic adventure's must-do list.

## Kicking Horse Magazine

Winter 2011/12 &

Summer 2012

### Distribution as follows:

Our distribution strategy is to get the magazine visible to the people who are most likely to spend time adventuring in Kicking Horse Country. Locally we are available almost everywhere and beyond Kicking Horse Country, you can find us mostly in core retail shops and coffee houses. Core retailers outside of Kicking Horse Country, to us, represent the best way to influence adventures who are likely to travel to KHC.

#### Golden

Kicking Horse Magazine is distributed bi-monthly at tour operations, restaurants, retailers, entertainment venues and accommodation providers. We are read heavily by locals who call Golden home and by the people who visit here.

#### Calgary

Distributed monthly in racks at core bike, running and outdoor retailers shops via a certified magazine distributor.

#### Bow Valley

(Lake Louise, Banff, Canmore) We are available at core retail shops and selected coffee shops. Monthly distribution

#### Invermere

Core Retailers and Coffee Shops. Monthly distribution

**Total Circulation: 15,000**

**Size: 8.25 x 10.75 inch**

### 14 single ad spaces available – Please note: Rates apply for Winter & Summer

Single ad is as follows:\*

1/14 page ad size is 1" x 3.5"	1/7 page ad size is 2" x 3.5"
1/14 page ad rate is <b>\$220 + HST</b>	1/7 page ad rate is <b>\$440 + HST</b>
Each single ad includes:	Each double ad includes:
<ul style="list-style-type: none"> <li>• Contact Info</li> <li>• 25 words of description</li> <li>• 1 Photo</li> <li>• Rates</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Info</li> <li>• 35 words of description</li> <li>• 1 Photo</li> <li>• Rates</li> <li>• Logo</li> </ul>

\* double ads will be offered only if there is space available. Let us know ahead if you are interested in double size ad.

**Winter Sign Up Deadline: September 6, 2011 /**

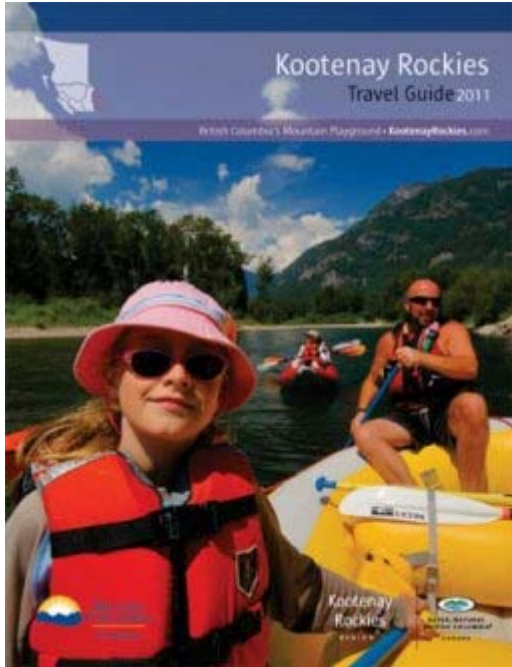
**Winter Content Deadline: September 9, 2011 /**

**Winter Publishing Date: October 3, 2011 /**

**Summer Sign Up Deadline: March 2, 2012**

**Summer Content Deadline: March 9, 2012**

**Summer Publishing Date: May 1, 2012**



## 2012 Kootenay Rockies Travel Guide

Kootenay Rockies Tourism flagship, cross-product lure piece combines the destination imagery and positioning with the direct sales information for the Kootenay Rockies Region.

Circulation: 175,000

Distribution:

BC Visitor Centres

Canadian Tourism Commission Worldwide

Consumer Direct Mail

General Fulfillment

Oregonian Newspaper Direct Mail

Tourism BC Offices Worldwide

Trade and Consumer Shows

Western Canadian Travel Agents Direct Mail

Cowboy Trail Distribution

Certified Folders Distribution Services

### 14 ad spaces available\*

<p>1/14 page ad size is 1" x 3.5"</p> <p>1/14 page ad rate is <b>\$320 + HST</b></p> <p>Each single ad includes:</p> <ul style="list-style-type: none"> <li>• Contact Info</li> <li>• 25 words of description</li> <li>• 1 Photo</li> <li>• Rates</li> </ul>	<p>1/7 page ad size is 2" x 3.5"</p> <p>1/7 page ad rate is <b>\$640 + HST</b></p> <p>Each double ad includes:</p> <ul style="list-style-type: none"> <li>• Contact Info</li> <li>• 35 words of description</li> <li>• 1 Photo</li> <li>• Rates</li> <li>• Logo</li> </ul>
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*\* double ads will be offered only if there is space available. Let us know ahead if you are interested in double size ad.*

**Sign Up Deadline: September 26, 2011**

**Material Deadline: October 3, 2011**

**Publishing Date: February 1, 2012**



## 2012 Experience Mountain Parks

This publication has a circulation of 450,000 and is targeted at mountain parks visitors.

This is a user-friendly, full-color annual visitor guide and trip planner. It features engaging stories, compelling images and large detailed maps of the national parks.

### Distribution:

Canmore, Banff & Lake Louise 70,000  
 Alberta Visitor Info Centres 40,000  
 Edmonton & Red Deer 50,000  
 Calgary & Area 40,000  
 Jasper, Valemount & Hinton 40,000  
 Kananaskis, Cochrane & Bragg Creek 6,000  
 Alberta Other 10,000  
 AMA, AAA, BCAA, CAA 8,000  
 RV Campgrounds, Dealers & Rentals 6,000  
 BC Gateway & Community Info Centres 40,000  
 BC Kootenays & Okanagan 50,000  
 BC Lower Mainland 20,000  
 BC Other 10,000  
 Saskatchewan & Manitoba 5,000  
*Globe and Mail* (BC to Ontario) 50,000  
 International Consumer Shows & CTC 5,000

### Rates:

Text listings for accommodators \$129 + HST  
 (includes name, phone number and website)

1x 4 inch ad size \$495 + HST  
 (includes name, one photo, 25 words description, website, phone #, rates)

2x 4 inch ad size \$990 + HST\*  
 (includes name, one photo, 35 words description, website, phone#, rates, logo)

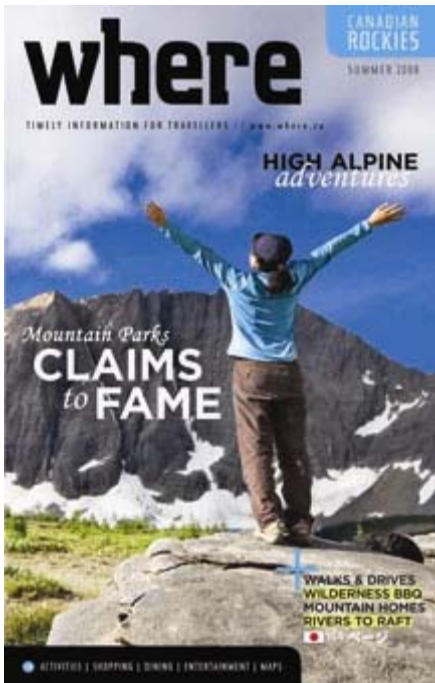
Larger size ads may be available upon interest\*

*\* double ads will be offered only if there is space available. Let us know ahead if you are interested in double size ad.*

**Sign Up Deadline: December 2, 2011**

**Material Deadline: December 9, 2011**

**Publishing Date: April 6, 2011**



## Where magazine

Summer 2012

Circulation 245,000

### Target Market

Summer visitors in the Canadian Rockies

### Distribution

Distributed to visitor centres throughout BC and Alberta, as well as shops, restaurants and hotels in Banff, Canmore/Kananaskis, Lake Louise and Jasper.

### 6 ad spaces available

1/6 page ad size is 1" x 4.75"

1/6 page ad rate is **\$590 + HST**

Each single ad includes:

- Contact Info
- 25 words of description
- 1 Photo
- Rates
- Logo

**Summer Sign Up Deadline: March 2, 2012**

**Summer Content Deadline: March 9, 2012**

**Summer Publishing Date: May 1, 2012**



## Discover BC – Calgary Herald insert

Promoting summer touring products to the Calgary & Area destination Travellers.

Distribution:  
287,900

### **14 ad spaces available\***

<p>1/14 page ad size is 1" x 3.5"</p> <p>1/14 page ad rate is <b>\$220 + HST</b></p> <p>Each single ad includes:</p> <ul style="list-style-type: none"> <li>• Contact Info</li> <li>• 25 words of description</li> <li>• 1 Photo</li> <li>• Rates</li> </ul>	<p>1/7 page ad size is 2" x 3.5"</p> <p>1/7 page ad rate is <b>\$440 + HST</b></p> <p>Each double ad includes:</p> <ul style="list-style-type: none"> <li>• Contact Info</li> <li>• 35 words of description</li> <li>• 1 Photo</li> <li>• Rates</li> <li>• Logo</li> </ul>
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*\* double ads will be offered only if there is space available. Let us know ahead if you are interested in double size ad.*

**Sign Up Deadline: May 4, 2012**

**Material Deadline: May 11, 2012**

**Publishing Date: June 1, 2012**