



SUPER, NATURAL® BRITISH COLUMBIA VACATION PLANNER 2011 RATE CARD

CONNECT WITH POTENTIAL VISITORS



Be a part of the Super, Natural British Columbia® marketing plan.

- **More than 90% of travellers** found the Vacation Planner to be useful.
- **Travellers visited more** attractions and different BC destinations after receiving the Vacation Planner.
- Includes **"Must See, Must Do"** highlights for each region, PLUS maps, tours and spectacular photography.
- Used by consumers **who are ready to plan** and **purchase** their vacation to BC.
- **An integral part of Tourism BC's** marketing plan, the **Vacation Planner** is the primary fulfilment piece of consumer direct marketing programs.
- **Added bonus:** E-guide features web links to your ad free of charge.

ESSENTIAL FOR ADVERTISERS

ADVERTISING RATES ADS ARE FULL COLOUR

AD SIZE	RATE	AD SIZE	RATE
Outside Back Cover	\$18,080	1/2 Page (horizontal)	\$7,065
Inside Front Cover	\$14,100	1/3 Page	\$5,095
Inside Back Cover	\$13,600	1/6 Page	\$2,725
Full Page	\$10,900	1/12 Page	\$1,410

VACATION PLANNER USERS

- Adults **45+**
- **High income** earners – **\$65,000+**
- Planning a **vacation of 5+ days**
- **Spend an average of \$500** per day on vacation
- From throughout North America – **primarily outside BC**

DISTRIBUTION

Display Racks at information centres in Washington and Oregon, and on Washington State Ferries.

Fulfilment: The Vacation Planner is provided to people who request information through the following sources:

- **HelloBC.com**
- 1-800 **HELLO BC**® toll-free information line
- Over 130 Visitor Centres and Tourist/Visitor Information Booths throughout BC
- Also available in e-guide format

The Vacation Planner is also distributed to Canadian Consulates, Chambers of Commerce outside BC, Travel Agents, Auto Clubs, Regional Tourism Offices and Provincial Government Offices.

CIRCULATION » 265,000

CANADA63%
UNITED STATES30%
OVERSEAS7%



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VACATION PLANNER



MECHANICAL REQUIREMENTS & SPECIFICATIONS

CLOSING DATES

SPACE CLOSE: **SEPTEMBER 22, 2010**

MATERIALS DEADLINE: **OCTOBER 8, 2010**

PUBLICATION DATE: **JANUARY 2011**

AD SIZES

WIDTH X HEIGHT

Full Page (live/non bleed size)	7 x 9 3/4"
Full Page (page trim) *	8 x 10 3/4"
Full Page (bleed) *	8 1/4 x 11"
1/2 Page (horizontal)	7 x 4 3/4"
1/3 Page (square)	4 9/16 x 4 3/4"
1/3 Page (vertical)	2 1/4 x 9 3/4"
1/6 Page (vertical)	2 1/4 x 4 3/4"
1/6 Page (horizontal)	4 9/16 x 2 1/4"
1/12 Page	2 1/4 x 2 1/4"

*For all full page bleed ads, critical type or illustrative matter must be a minimum of 3/8" from the trim size.

SPECIFICATIONS

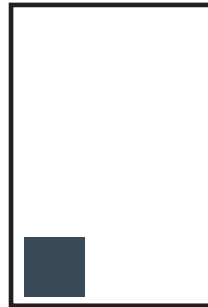
PRINTING PROCESS: Web offset

SCREEN: 150 lines per inch

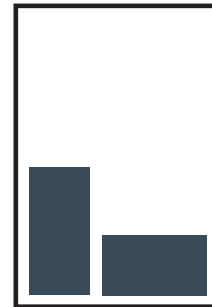
BINDING METHOD: Saddle-stitched

DIGITAL AD MATERIAL: All ads must be supplied in a digital format that meets Canada Wide's specifications for electronic output. Files created in Adobe InDesign, Adobe Illustrator and Adobe Photoshop are accepted. Macintosh format is preferred. Digital files in colour must be accompanied by a colour match proof. Canada Wide will accept no responsibility for content or colour accuracy where no proof has been supplied. Files are accepted on CD and DVD. Files are also accepted by email or by using Canada Wide's online file transfer system. Call our Production Department for more information and for a detailed Print

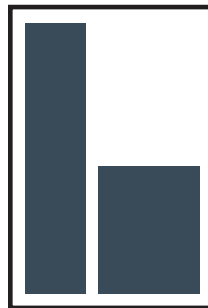
1/12 page



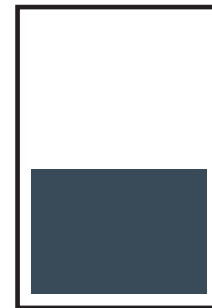
1/6 page



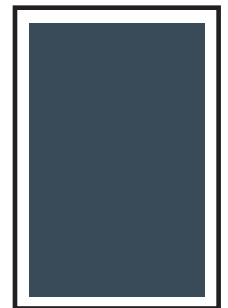
1/3 page



1/2 horiz



full page



Media Specifications sheet. Send material to 4th Floor, 4180 Lougheed Highway, Burnaby, BC V5C 6A7.

CREATIVE SERVICES: Canada Wide Media Limited can supply complete creative services, including design, production and photography. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of information on pub-set ads.

BILLING POLICY

- Rates quoted are for space only and do not include HST. Extra charges will apply if material must be altered.
- Proofs for correction are not provided except on pub-set copy, and ads on which publication produces major elements. (Material must be received by space close date.) Colour proofs cannot be supplied.
- Advertising cannot be cancelled after space close deadline.
- A deposit of 50% is required with the signed contract.
- Interest of 2% per month is charged on unpaid accounts after 30 days.
- VISA and MasterCard accepted.

FOR ADVERTISING INFORMATION CALL: 604.299.7311