



TOURISM KAMLOOPS, IN PARTNERSHIP WITH KAMLOOPS THIS WEEK, PRESENTS THE 2019 OFFICIAL KAMLOOPS VISITOR GUIDE.



a proven success for businesses



local photos + stories



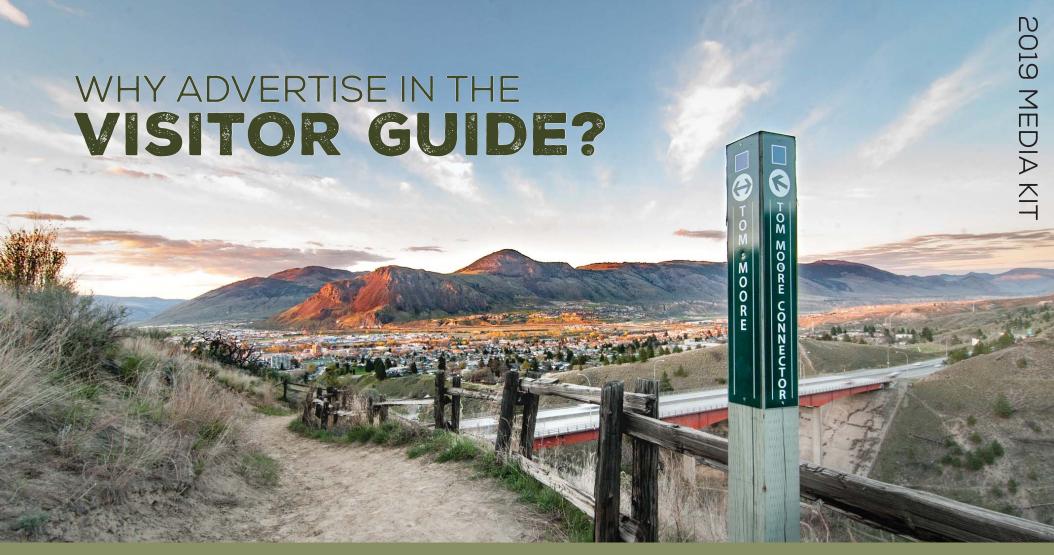
a resource to tourists



online version







CIRCULATION:



Visitor Centres with distribution throughout BC and into Alberta



Select local fourism resorts, attractions, hotels, restaurants, campgrounds, BCAA and CAA offices, etc.



Direct response to consumer requests, mail out packages, elocation packages, tradeshows, special events and festivals



An interactive online version is available for exposure to the millions of visitors on tourismkamloops.com





CONTENT + AD FORMAT

- Ads are placed in content categories that fit with your business category.
 For example, Fishing, Wineries, Restaurants, Hotels
- This ad format is commonly referred to as "native advertising"
- Ads appear in a consistent templated format to match the design of the entire guide
- Ads are designed by Tourism Kamloops
- · Advertisers supply image and text

EXAMPLES:

- Ads for Fishing Guiding Companies will be placed in the Fishing section
- Ads for Restaurants will be placed in the Restaurant section

1/8 PAGE + 1/4 PAGE EXAMPLES

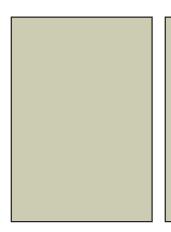




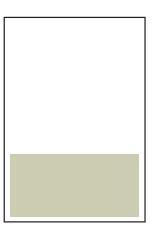


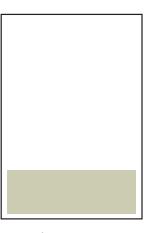


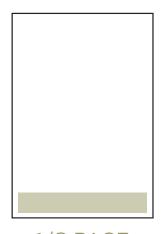
CHOOSING YOUR AD SIZE













8.125" x 10.625

\$2,295

8.125" x 10.625 \$1,995

1/3 PAGE 7.125" x 3"

\$900

1/4 PAGE 7.125" x 2.5"

\$750

1/8 PAGE 7.125" x 1"

\$500

1/6 PAGE 3.5" x 1"

\$250

ALL PRICES INCLUDE HARD COPY + ONLINE VERSION

YOUR AD =

25,000PRINTED GUIDES
Distributed to over 200 locations Starting March 2019

274,000

ANNUAL ONLINE IMPRESSIONS

Tap in to endless potential with online ads

AD SALES DEADLINE: FRIDAY, JANUARY 4, 2019





AD SUBMISSION REQUIREMENTS

FULL PAGE

- Logo to be provided in EPS preferably or High Resolution JPG
- Image at a minimum resolution of 300 ppi at 100%
- Image must be supplied in JPG or TIFF
- Provide information about your business you'd like to be included
- Include address, phone number, website and social media handles (if applicable)

1/3 PAGE

- Logo to be provided in EPS preferably or High Resolution JPG
- Image at a minimum resolution of 300 ppi at 100%
- Image must be supplied in JPG or TIFF
- Up to 90 words about your business
- Include address, phone number, website
- Include 'rates from...' (if applicable)

1/4 PAGE

- Logo to be provided in EPS preferably or High Resolution JPG
- Image at a minimum resolution of 300 ppi at 100%
- Image must be supplied in JPG or TIFF
- **Up to 60 words** about your business
- Include address, phone number, website
- Include 'rates from...' (if applicable)

1/8 PAGE

- Logo to be provided in EPS preferably or High Resolution JPG
- Image at a minimum resolution of 300 ppi at 100%
- Images must be supplied in JPG or TIFF
- Up to 40 words about your business
- Include address, phone number, website
- Include 'rates from...' (if applicable)

1/16 PAGE

- Image at a minimum resolution of 300 ppi at 100%
- Up to 20 words about your business
- Include phone number, website
- Include 'rates from...' (if applicable)



