

2019 OFFICIAL KAMLOOPS **VISITOR GUIDE**

MEDIA KIT



kamloops
BOLDLY UNSCRIPTED

KAMLOOPS
THIS WEEK



BE BOLD IN KAMLOOPS



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

kamloops
BOLDLY UNSCRIPTED

KAMLOOPS
THIS WEEK

1365B Dalhousie Drive, Kamloops BC V2C 5P6
Ph: 250-374-7467 • Fax: 250-374-1033
kamloopsthisweek.com

Linda Bolton
lbolton@aberdeenspublishing.com
250-318-1556

WHY ADVERTISE IN THE VISITOR GUIDE?



CIRCULATION:



Visitor Centres with distribution throughout BC and into Alberta



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



Direct response to consumer requests, mail out packages, relocation packages, tradeshow, special events and festivals



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

kamloops
BOLDLY UNSCRIPTED

KAMLOOPS
THIS WEEK

1365B Dalhousie Drive, Kamloops BC V2C 5P6
Ph: 250-374-7467 • Fax: 250-374-1033
kamloopsthisweek.com

Linda Bolton
lbolton@aberdeenspublishing.com
250-318-1556


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




HOOK, LINE + SINKER


Vere velliquam ole silicost et ei quote vltatur re, sunt. Natur sequi volent, conerum fuga collaborpor aute volonep subitit, eum mol tacere nonneque vid eorum il ipsandi taspera ei ditor as et henunquie sem quam ul ad mi, quia subitit? Nos equibero basquam ad eum nat volano et opaliquis ero debitori praepide bitapad mo mlti quidens piscia qui as etiqui offictatit prae am, sapel idem labor sequi numquibus ero sandipum faccitu sdenis volano multum etum foccud aent, expensperum eo nos aut imod quam solut offictus ne quam, altatur, sundanto volupit aspudicia dem sequam latem si nonnequam ant.

Dolorate vel incte occum foccusc ilcipiam, cus oces et ocanuptatam inhiat entis at vllam venem ul quoti quaditis accobor exenqpo offictu occumit entibus et orum sapcto total volonep sed quia nosem vltit, quada nonneque adf sedtem num ulparit tum qui ornatur sitature, altatur? Quia volano, semus abonit autatandus que prinitate exenatit occum volupitum volonano quant lam rehanda acim ul eodem

voluptatit reptat quament dolupta eum remopus seque pro pre vellus, quodi nent exenatitum doluptat ut etlo quid quia etur aut molitio tempore itempit eum quosque latem hic temporia quiderferioe eoquam, optas di rehendi con se autis



INTERIOR FLY FISHING CO.
Interior Fly Fishing Co. offers guided trips out of Kamloops, BC on what we believe is the best stillwater fishery in the world. Whether you are a seasoned fly fisherman or have never picked up a rod in your life, the Kamloops area has something to offer for everyone.
Rates from \$200 | INTERIORFLYFISHINGCO.COM




LOCAL HOTSPOTS

Vere velliquam ole silicost et ei quote vltatur re, sunt. Natur sequi volent, conerum fuga collaborpor aute volonep subitit, eum mol tacere nonneque vid eorum il ipsandi taspera ei ditor as et henunquie sem quam ul ad mi, quia subitit? Nos equibero basquam ad eum nat volano et opaliquis ero debitori praepide bitapad mo mlti quidens piscia qui as etiqui offictatit prae am, sapel idem labor sequi numquibus ero sandipum faccitu sdenis volano multum etum foccud aent, expensperum eo nos aut imod quam solut offictus ne quam, altatur, sundanto volupit aspudicia dem sequam latem si nonnequam ant.

offictatit prae am, sapel idem labor sequi numquibus ero sandipum faccitu sdenis volano multum etum foccud aent, expensperum eo nos aut imod quam solut offictus ne quam, altatur, sundanto volupit aspudicia dem sequam latem si nonnequam ant.



THE NOBLE PIG BREWHOUSE
Ductio quo tempore sagit eoa re voluptate seque doler doluptate nes accostatem qui sit expierit entile porio duciens dias derum autia cus que nobit foccus invenitio sed que pellaci dusa qui natutitque re sim sequo conecalese consequuntio tum eosimpe pera

THE NOBLE PIG
650 VICTORIA STREET | 778.471.5999



CHOOSING YOUR AD SIZE

					
INSIDE BACK 8.125" x 10.625	FULL PAGE 8.125" x 10.625	1/3 PAGE 7.125" x 3"	1/4 PAGE 7.125" x 2.5"	1/8 PAGE 7.125" x 1"	1/6 PAGE 3.5" x 1"
\$2,295	\$1,995	\$900	\$750	\$500	\$250

ALL PRICES INCLUDE HARD COPY + ONLINE VERSION

YOUR AD =

25,000

PRINTED 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

kamloops
BOLDLY UNSCRIPTED

KAMLOOPS
THIS WEEK

1365B Dalhousie Drive, Kamloops BC V2C 5P6
Ph: 250-374-7467 • Fax: 250-374-1033
kamloopsthisweek.com

Linda Bolton
lbolton@aberdeenspublishing.com
250-318-1556

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)