

Overview

Sunshine Coast Tourism, the non-profit society responsible for destination marketing of the entire qathet/Sunshine Coast region, is taking on the production of a new Texada Island visitor brochure. This new brochure includes community information, top things to see and do on the Island, and information on how to get to Texada Island, plus a map of Texada Island and additional inset maps of Van Anda and Gillies Bay. The brochure will reflect the Sunshine Coast destination brand to maximize visitor awareness, by incorporating the brand's colours, fonts, and imagery. The brochure will fold out into 4 panels across and 2 panels down, similar to past brochures.

Sunshine Coast Tourism is paying for the design, production, printing, and distribution costs. Ad spaces are available on the brochure for Texada-based businesses and organizations to highlight their unique offering and leverage the reach and distribution of the brochure to drive additional traffic to their business. Additionally, the advertising revenue is reinvested in the brochure to maximize the print volume and distribution, reaching more visitors together than any one business or organization could reach on their own. Put simply: your advertisement helps more people discover Texada Island **and** your business!

Ad Sizes and Distribution

There are two different ad sizes available on the brochure: quarter-panel ads and half-panel ads. Spaces are available on a "first-come, first-served" basis.

Production of this new brochure is made possible through the sales of these ad spots, with the goal of printing 15,000 copies to cover two years of distribution. Key distribution points for the print brochure include Sunshine Coast Visitor Centres and select BC Ferries routes. A digital version of the brochure will also be available on sunshinecoastcanada.com.

Don't miss the opportunity to advertise in this brochure!

Advertising Rates

Ad Size	Rate
1/2 panel ad (3.5938" wide x 4.59" high)	\$650 + GST
1/4 panel ad (3.5938" wide x 2" high)	\$350 + GST

Please note:

- Submitted ads and placements are subject to creative director's approval.
- Ad format: high resolution (300 dpi) .pdf preferred.
- Invoices will be sent upon receipt of the signed advertiser contract.

Fill out the ad booking form and email it to crystal@sunshinecoastcanada.com before **September 16, 2024**, to secure your spot. Completed ads are due by **September 23, 2024**.

Texada Island Brochure – Ad Booking Form
Business/Organization Name: _____

Mailing Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Phone: _____ **Email:** _____

Contact Name (please print): _____

Contact Signature: _____ **Date:** _____

Accounting Email: _____

Accounting Notes: _____

We, the Advertiser, agree to purchase the following advertising space according to this contract and subject to the terms specified:

Texada Island Brochure - Ad Description	Ad Rate	GST	Total
<input type="checkbox"/> 1/2 panel ad (3.5938" wide x 4.59" high) *only two spots available*	\$650	\$32.50	\$682.50
<input type="checkbox"/> 1/4 panel ad (3.5938" wide x 2" high)	\$350	\$17.50	\$367.50

Sales deadline: September 16, 2024 | Ad artwork due: September 23, 2024

Please send the **completed contract** by email to crystal@sunshinecoastcanada.com to secure your spot.

- Stakeholders will be invoiced by Sunshine Coast Tourism upon receipt of this signed contract
- ALL PAYMENTS ARE MADE TO Sunshine Coast Tourism
- Spaces are available on a "first-come, first-served" basis

Sunshine Coast Tourism policy:

The above signed client agrees to the insertion of advertising at the time and for the size stated above. The client further agrees to pay the amounts stated above as the ads are published. Accounts over 30 days will be subject to a 2% per month (26.8% per annum) carrying charge. The client may only cancel this contract or any portion of it, except for preferred cover positions which are non-cancellable, by giving notice in writing 30 days prior to the publication date of the issue for which the cancellation applies. Upon cancellation of any part of this contract, it is understood the client will be short rated at the applicable frequency rate. Sunshine Coast Tourism reserves the right to refuse advertising at any time without penalty. Supplied artwork will be internally proofed for compatibility and if acceptable will be run as provided. No external proofs will be created unless specifically requested. This contract constitutes the entire agreement, and nothing is implied or understood beyond what is stated herein. Rates are subject to change on notice and become effective for all advertisers on the stated date and thereafter.

Sunshine Coast Tourism, PO BOX 1883, Gibsons, BC V0N 1V0

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