

VANCOUVER

2013/2014 Official Visitors' Guide

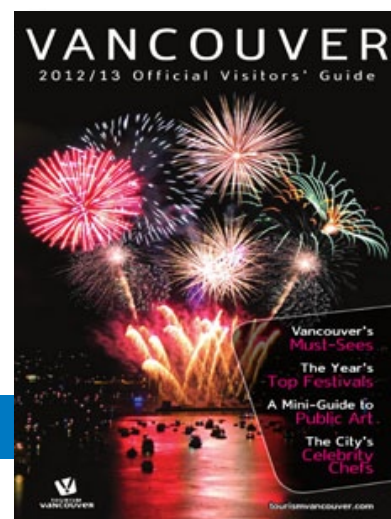


As the exclusive visitor publication of Tourism Vancouver, the **OFFICIAL VISITORS' GUIDE** reaches hundreds of thousands of Vancouver visitors annually, and is their go-to source for ideas and comprehensive information on the places, activities and experiences that will fill their visit to Vancouver.

The **OFFICIAL VISITORS' GUIDE** caters to Vancouver visitors with:

- Engaging articles and inspiring photography
- Festivals and entertainment
- Comprehensive information on accommodations, attractions, dining and transportation
- Detailed maps
- And MORE

ANNUAL CIRCULATION: **250,000** READERSHIP*: **550,000**



PRINT RATES

Full page	\$9,975
1/2 page	\$5,795
1/3 page	\$4,900
1/4 page	\$4,150
1/6 page	\$2,475
1/8 page	\$1,480
Outside back cover	\$12,750
Inside back cover	\$12,200
Inside front cover	\$12,050

All rates shown in Canadian dollars.

NEW!

PRINT RATES NOW INCLUDE ONLINE ADVERTISING!

With every print ad, you receive one "formatted ad," to run in rotation throughout the official Tourism Vancouver website (tourismvancouver.com). Larger ad shapes/sizes receive more impressions; ask how you can upgrade your ad buy to receive more impressions. Tourism Vancouver aggressively markets Vancouver as a premier leisure and meeting destination. These efforts contribute to more than **13 million tourismvancouver.com page views** each year!



IMPORTANT DATES

Space Close	March 7, 2013
Ad Material Due	March 20, 2013
Publication Date	May 3, 2013

ADVERTISING INQUIRIES:

Anna Lee, Senior Account Manager
 Email: tourism@canadawide.com
 4th Floor, 4180 Lougheed Hwy.,
 Burnaby, BC V5C 6A7
 Tel 604-299-7311 • Fax 604-299-9188



www.canadawide.com



TOURISM VANCOUVER

TOURISMVANCOUVER.COM

FULFILMENT AND DISTRIBUTION

Direct Fulfilment:

- Guide requests are made at tourismvancouver.com, and through direct calls to Tourism Vancouver offices.
- Mailed to visitors who are pre-planning their trip.
- Online virtual edition is promoted in ongoing e-marketing direct-to-consumer newsletters.

- Distributed to convention delegates at all major conventions in Vancouver.

In-Market Distribution:

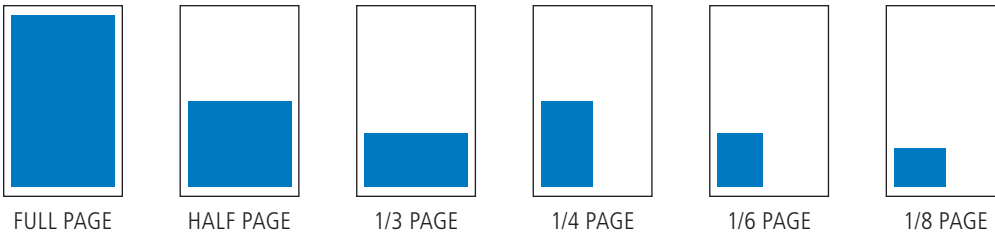
- Distributed at Tourism Vancouver Visitor Centres.
- Racked at key hotels and attractions throughout the city.

A VALUED GUIDE*

90% of visitors find ads in the guide useful
87% of visitors bring the guide with them on their visit

VISITOR STATISTICS

In 2011, the Metro Vancouver area welcomed more than **8.2 million visitors**, accounting for **\$3.6 billion** in tourism spending.**



SPECIFICATIONS

Printing Process: Web Offset

Screen: 150 lines per inch

Binding Method: Saddle Stitch

Digital Ad Material: All ads must be supplied in a digital format that meets CanadaWide's specifications for electronic output. Files created in Adobe InDesign, Adobe Illustrator and Adobe Photoshop are accepted. Macintosh format is preferred. To guarantee colour match, digital files in colour must be accompanied by a colour match proof. CanadaWide will accept no responsibility for content or colour accuracy where no proof has been supplied. Files are accepted by email or by using CanadaWide's online file transfer system. Call our Production Department for more information and for a detailed Print Media Specifications sheet.

Creative Services: CanadaWide Media Limited can provide 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.

Send ad material to ads@canadawide.com or to the CanadaWide office (see address page 1). Indicate advertiser name and publication name.

GENERAL POLICY

1. Rates quoted are for space only. If material must be altered, there will be an extra charge.
2. Proofs for correction will not be provided except on pub-set copy and ads on which publication makes major changes. (All such material must be received by space close date.) Colour proofs cannot be supplied.
3. Publisher will not be responsible for ad material beyond 12 months after publication.
4. Advertising non-cancelable after closing date.
5. Rates do not include applicable taxes.

Terms of Payment: Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment should be made with order or at closing date unless credit terms have been arranged in advance.

PRINT AD SIZES

Size in Inches – Width x Height

Full page	[Trim Size#] 5 1/4 x 8 3/8
1/2 page horizontal	4 1/4 x 3 5/8
1/3 page horizontal	4 1/4 x 2 3/8
1/4 page vertical	2 1/16 x 3 5/8
1/6 page vertical	2 1/16 x 2 3/8
1/8 page horizontal	2 1/16 x 1 3/4

*Please add minimum 1/8" beyond trim size on all sides to allow for bleed, and keep critical live material 1/4" inside trim on all sides.

ONLINE FORMATTED AD SPECS

Size in Pixels – Width x Height

Image Size	137 x 114
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Image Formats: JPG, PNG, GIF; maximum file size 40kb.

Supplied Copy: Title headline plus approximately 35 words; provide a URL link to advertiser's own site.