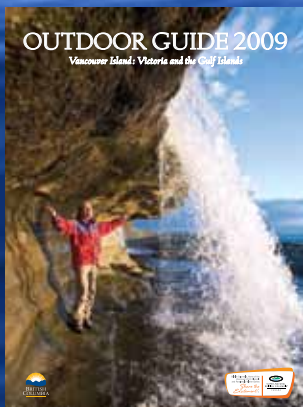


2012

VANCOUVER ISLAND'S **TOP** Outdoor Guide

NEW online program with a dedicated Outdoor Guide website to further engage consumers

Website Promotion | Retail Outlet Promotion
Consumer Show Promotion | Online Virtual Guide



CONFIRM YOUR SPACE IN THE 2012 EDITION!



ADVERTISE WITH THE BEST!

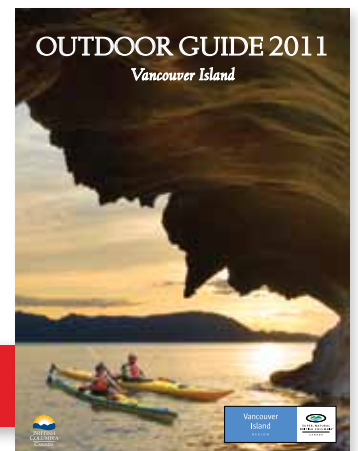
Tourism Vancouver Island's *Outdoor Guide* is the top publication for outdoor enthusiasts visiting the Vancouver Island region.



DISTRIBUTION

- Consumer show markets represented by Tourism Vancouver Island include Vancouver, Alberta, Ontario, and California
- Vancouver Island Visitor Centres, BCAA, and AAA offices
- Outdoor adventure retail outlets
- Mailed to all potential visitors inquiring about outdoor activity opportunities in the Vancouver Island region
- Visitors to HelloBC.com can link directly to the virtual guide or request a hard copy

50,000 copies!



3 WAYS TO DELIVER YOUR MESSAGE:

1 PRINT

Targeted to outdoor enthusiasts, the *Outdoor Guide* is the ultimate guide for reaching consumers interested in exploring the outdoors of Vancouver Island.

Quality counts!

- Engaging, modern design with vibrant imagery
- Informative, well-organized, user-friendly content
- Full colour, glossy magazine

"The *Outdoor Guide* is a fantastic vehicle for reaching a captive tourism audience – and always a staple in our advertising plan. The bold, fresh imagery and comprehensive information is exactly what our guests need to plan their trip!"

Brandon Williams,
Director of Marketing & Sales, WildPlay Element Parks

2 ONLINE

Tourism Vancouver Island is taking the *Outdoor Guide* to a whole new level! In addition to the printed publication, the entire guide will be replicated online with the opportunity for even more consumers to learn about travel to Vancouver Island as well as your business.

We will be actively driving traffic to the dedicated *Outdoor Guide* site through strategic search engine optimization and promotion via our social media channels.

INCREASED ADVERTISING EXPOSURE

The online *Outdoor Guide* will be linked to the new 2012 *Vancouver Island Vacation Guide* site, increasing potential visits from the *Vacation Guide* marketing program.

Call your area sales representative today to book your space in the combined print/online 2012 *Outdoor Guide*.

Tourism Vancouver Island is going social!  Over 4,800 Twitter followers  Over 4,200 Facebook fans and growing!

3 THE VIRTUAL GUIDE

Now the *Outdoor Guide* can be viewed online.

- It's fun, quick, user friendly, and "green"
- Easy-to-use links take users right to the websites of advertisers
- The virtual guide has the unique ability to track consumer activity within the guide

Visits: **3,760** Average reading time: **5:48 minutes**

Downloads: **212** Pages printed: **790**



2012 ADVERTISING SIZES & RATES

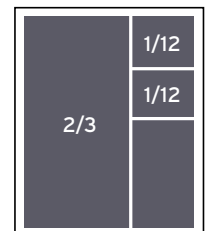
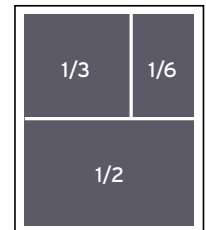
NEW THIS YEAR!

For each ad purchased in the print edition of the *Outdoor Guide*, advertisers will also receive a listing on the *Outdoor Guide* site.

AD SIZE	PRINT EDITION	SITE	REGULAR RATES	STAKEHOLDER RATES	
	DIMENSIONS (INCHES W X H)	DIMENSIONS (PIXELS W X H)			
Full Page	8 x 10.75	728 X 90 Leaderboard* + Priority large listing	\$5,525	\$4,195	\$3,146.25
2/3 Page	4.667 x 10	Priority large listing	3,775	2,895	2,171.25
1/2 Page	7.083 x 4.875	Priority large listing	2,755	2,175	1,631.25
1/3 Page	4.667 x 4.875	Large listing	1,875	1,495	1,121.25
1/6 Page	2.25 x 4.875	Medium listing	955	785	588.75
1/12 Page	2.25 x 2.312	Small listing	555	425	318.75
Inside Back Cover	8 x 10.75	728 X 90 Leaderboard* + Priority large listing	5,525	4,495	3,371.25
Outside Back Cover	8 x 10.75	728 X 90 Leaderboard* + Priority large listing	5,625	4,795	3,596.25

COMBO DEAL

Save 25% on the cost of your *Outdoor Guide* ad when you book in the *Vacation Guide* too!



*Leaderboards will be in premium positions.

You are a stakeholder of Tourism Vancouver Island and must meet all the applicable criteria for our stakeholder category. Rates do not include HST or creative design of advertisement. All cheques are payable to Tourism Vancouver Island. Tourism Vancouver Island uses Tourism Partner dollars to subsidize the cost of your participation in this program. Tourism Vancouver Island subsidizes the marketing of tourism businesses on Vancouver Island by investing over \$2.4 million in programs like this to make it affordable to you.

Go to www.pageonepublishing.ca for complete advertising specifications. If you have questions regarding specifications please contact Page One Publishing's Advertising Coordinator.

Tel: 250-595-7243 Fax: 250-595-1626 ads@pageonepublishing.ca

Space Deadline: September 30, 2011

Ad Material Deadline: October 7, 2011

Delivery Date: December 15, 2011

Please contact your area advertising representative

Oceanside & Pacific Rim:

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Gulf Islands, Cowichan, North Central, North Island:

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The *Vancouver Island Vacation Guide* is published by Tourism Vancouver Island in partnership with Page One Publishing Inc.
www.pageonepublishing.ca www.vancouverisland.travel