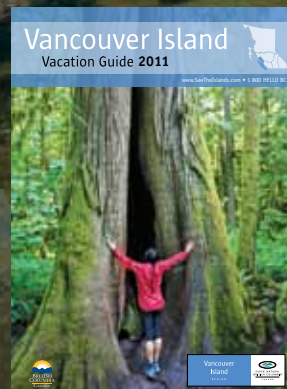


BRITISH COLUMBIA'S Most Popular Vacation Guide

BEST advertising value of
any regional program in BC!

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



**CONFIRM YOUR
SPACE IN THE
2012 EDITION!**



Participate in the **best vacation guide program** in British Columbia!

Here's your opportunity...

The *Vancouver Island Vacation Guide* has been the most successful regional tourism program in British Columbia for over 15 years. The program provides an innovative multi-media marketing solution, combining print and online to ensure maximum exposure for your marketing dollars. Actively promoted by support advertising, social media and a comprehensive distribution plan reaching over 500 locations, the printed guide, virtual guide and site, offer you the best possible connection to your target market.

SUPPORT & PROMOTION

Support Advertising

Tourism Vancouver Island dedicates almost **2.4 million dollars** to promoting the Vancouver Island region.

The *Vancouver Island Vacation Guide* is promoted in all advertising initiatives undertaken by Tourism Vancouver Island. These include, but are not limited to, Tourism BC's Accommodation Guide, Vacation Planner, and Outdoor Adventure Guide; WestJet up!, and A Channel/CTV.

Social Media

Tourism Vancouver Island is actively taking advantage of social media opportunities, which help drive visits to the online *Vancouver Island Vacation Guide*.

 Over 4,800 Twitter followers

 Over 4,200 Facebook fans and growing!

DISTRIBUTION

Ministry of Jobs, Tourism & Innovation

The *Vancouver Island Vacation Guide* is the Ministry of Tourism's official publication for the region. Distribution by the Ministry includes:

- six Super Centres, attracting more than 3 million visitors annually
- direct to visitors through mail fulfillment
- overseas offices in Australia, Germany, the U.K., Japan, and Taiwan
- Plus, visitors to HelloBC.com can link directly to the virtual guide or request a hard copy

Consumer Shows

- Short Haul Market – Edmonton, Calgary, and Vancouver
- Long Haul Market – Toronto, Los Angeles, Florida, and Arizona
- Follow-Up Fulfillment for Travel Trade Shows and Media Appointments

North America represents more than 80% of the total tourism market for British Columbia

To ensure that advertisers in the *Vancouver Island Vacation Guide* are exposed to this vital market, Tourism Vancouver Island distributes the guide at **130 visitor centres** throughout the province, as well as more than **194 AAA and CAA offices** in Canada and the U.S.

125,000 COPIES ARE DISTRIBUTED YEAR-ROUND AT 500 LOCATIONS

3 WAYS TO DELIVER YOUR MESSAGE:

1: PRINT

The print guide features the highest distribution, highest editorial content, and most stakeholder participation of any regional guide in the province.

The *Vancouver Island Vacation Guide*...

- is Tourism Vancouver Island's flagship publication
- is used extensively throughout the tourism industry
- plays a major role in Tourism Vancouver Island's marketing program
- ensures you get exposure to this lucrative market
- is the official guide used by the Ministry of Jobs, Tourism & Innovation in promoting Vancouver Island
- is available through HelloBC.com to order in print or to download the virtual guide

Of readers surveyed...

- **88%** used the guide as a travel planning tool
- **58%** made a trip to the Vancouver Island region

Quality counts!

- Lively, active design with vibrant photos
- Well-written, well-organized, user-friendly editorial
- Easy-to-follow maps
- Full-colour, glossy paper



The *Vancouver Island Vacation Guide* is a valuable sales and reference tool for the staff at the Ministry of Tourism, Tourism Vancouver Island, and the 130 Visitor Centres throughout the province.

2: ONLINE

New Online Component for 2012 Vacation Guide Site!

Tourism Vancouver Island is taking the Vacation Guide to a whole new level! Not only will the content of the guide be online but there will be more linking of editorial and the reader will be able to search the site for activities, attractions and accommodations.

We will be investing more than \$70,000 into a search engine marketing program including search engine optimization, Adwords campaigns and promotion via our social media channels to drive traffic to the website and increase opportunities for consumers to click through directly to your website.

Increased advertising exposure

When you purchase an ad in the print edition of the 2012 *Vancouver Island Vacation Guide*, you will also be featured with a listing on the Vacation Guide site.

See the Advertising Sizes and Rates section for details.

3: VIRTUAL GUIDE

- **Easy-to-use links take users right to the websites of advertised properties**
- The online virtual guide is quick, easy to use, and "green"
- Easily trackable consumer activity within the guide

Since the integration of Tourism Vancouver Island's website into HelloBC.com on April 1, 2009, there have been more than 3.5 million page views and more than 1.2 million visits to the Vancouver Island region and community pages.

Visitors to HelloBC.com can click directly to the Vacation Guide virtual guide to download or order the print version.



VIRTUAL GUIDE

Visits: **21,775**

Average reading time: **6:30 min.**

Downloads: **842**

Pages printed: **17,742**

VANCOUVERISLAND.TRAVEL

Visits: **62,251**

Average time spent: **2:05 min.**

Page views: **298,411**

Pages per visit: **4.79**

2012 ADVERTISING SIZES & RATES

NEW THIS YEAR!

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

ADDED BONUS: Book your ads in both the *Vacation Guide* and the *Outdoor Guide* and save 25% on the cost of the *Outdoor Guide* ad.

Space Deadline:

September 30, 2011

Ad Material Deadline:

October 7, 2011

Delivery Date:

December 15, 2011

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	\$18,600	\$10,765
2/3 Page Vertical	4.667 x 10	Priority large listing	13,900	7,950
1/2 Page Horizontal	7.083 x 4.875	Priority large listing	10,750	6,195
1/3 Page Vertical	2.25 x 10	Large listing	7,500	4,325
1/3 Page Square	4.667 x 4.875	Large listing	7,500	4,325
1/6 Page Vertical	2.25 x 4.875	Medium listing	4,600	2,650
1/12 Page Square	2.25 x 2.312	Small listing	2,300	1,340
Inside Back Cover	8 x 10.75	728 X 90 Leaderboard* + Priority large listing	22,000	12,705
Outside Back Cover	8 x 10.75	728 X 90 Leaderboard* + Priority large listing	25,000	14,595

*Leaderboards will be in premium positions.

All advertisers will also receive a text listing with photo and a link to their website from the Vacation Guide site. For questions and information regarding listings, please contact the sales representative in your region (see below).

For complete print and online advertising specifications, go to www.pageonepublishing.ca. If you have questions, please contact Page One Publishing's Advertising Coordinator.

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

Please contact your area advertising representative

Oceanside & Pacific Rim:

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Tel: 250-751-3791

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South Island & Nanaimo:

Vicky Graham

Tel: 250-740-1216

Fax: 250-754-3599

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Cindy Pollard

Tel: 250-740-1216

Fax: 250-754-3599

cindy@tourismvi.ca

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

