

Sales Deadline: December 15, 2009

Date of Airing:

Any consecutive 3 week period throughout
December 28, 2009 - February 22, 2010



The world is coming. Explore Vancouver Island and find out why...

'A' TV is looking for 10 stakeholders or more to participate in this amazing opportunity.

A 30 second commercial will be created specifically for each participating stakeholder. The commercial will run 21 times per week over three weeks giving each stakeholder a total of **63** spots. Primarily aired in the lower mainland.

These commercials will be constructed in a doughnut format, giving each stakeholder approximately 20 seconds in the middle of each 30 second commercial.

Commercials will run at various times throughout the day and night, programs include (examples in brackets): Primetime (News, Other primetime shows), Daytime (Ellen, All my Children), Early Fringe (General Hospital, ER), Late Fringe (Tonight Show, Late Night with Jimmy Fallon), and Weekend (Movie Matinee)

Each commercial will feature high-res still shots; b-roll footage supplied by the stakeholder is possible depending on the quality of the video

A strong call to action will be required from each participating stakeholder. An attractive promotional package will need to be stated in the commercial in order to entice visitors to visit the property. Communities deciding to participate will be exempt from this requirement.

- 'A' reaches an average of 1,493,000 A18+ in the Vancouver DMA weekly
- Of the top 9 watched stations in Vancouver by adults ages 25-54, 'A' is #3 above CBC, EI, and Citytv
- 'A' increased their market share in 2008 by 26%+
- The winter campaign will see 25% more viewers than the previous summer campaign due to increased viewership in the winter season.

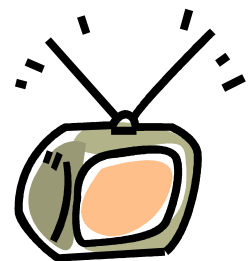
Advertising Rates

Total cost per 3 week campaign	Actual Value	Savings
\$ 4,995.00	\$ 7,500.00	\$ 2,505.00

Campaign Details

Please submit:

- Approx. 45 words of text outlining an attractive promotional package who you are, what you have to offer, location, etc.
- 6 still, high res images
min. 1500 pixels on the long side of the image
preferably Landscape orientation
- Company logo
preferably EPS (vector) format or good quality jpeg or pdf
- Contact information (one website or one phone number)



Sales and Information:

Donna Vidal, 'A' TV Sales Rep. **Phone:** 250-618-1650 **Email:** donna.vidal@ctv.ca



Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____ Email: _____

Program Cost:	\$ 4995.00
Add GST @5% (GST# 121700611)	\$ 249.75
Total Cost	\$ 5244.75

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- Company logo
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Payment Information

Payment Method: Cheque Master Card Visa Invoice

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Cardholder Signature: _____

*Please make Cheque payable to Tourism Vancouver Island

Agreement

I have read the attached Stakeholder Category Criteria Form and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island.

(Please include the Stakeholder Category Criteria form with your contract)

I re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed. (refer to previously completed Stakeholder Category Criteria form)

Signed by: _____

Title: _____ Print Name: _____

Phone #: _____ Date: _____



Stakeholder Category Criteria **Please initial appropriate criteria

Accommodation, Hostels and Campgrounds _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ The Stakeholder must be a minimum of one of the following (please indicate): <ul style="list-style-type: none"> <input type="checkbox"/> Tourism BC Approved Accommodation <input type="checkbox"/> AAA rated/approved <input type="checkbox"/> Canada Select rated/approved
Lodges & Vacation Home Rentals _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Associations & Transportation _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Incorporated under the Societies Act or Boards of Trade Act
House Boats _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ Coast Guard certified
Real Estate _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Either/or: <ol style="list-style-type: none"> 1. Member of the local Real Estate Board 2. BC licensed realtor
Adventure, Ski, Golf, Attractions, Arts & Culture, Spa & Wellness, Agriculture & Winery, Food & Beverage, Meeting Facilities Rentals, & Gardens _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Tour Operators (In and out of province) _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Tour operator registration
Parks _____Initial	<ul style="list-style-type: none"> ▪ Must be either: <ol style="list-style-type: none"> 1. Municipal 2. Regional 3. Provincial 4. Federal
Dive _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Canadian Transport certified vessel (if applicable), and either/or <ol style="list-style-type: none"> 1. Affiliation and registration as a Dive Centre with an Internationally recognized Scuba Training Agency.
Education _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ BC Public Education
Learning/Enrichment _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Business license or Society registration
Events & Retail/Service _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Applicable insurance

I have read the Stakeholder Criteria form above and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island

Print Name _____ Signature _____