

Space Deadline: January 15, 2010

Ad Deadline: January 28, 2010

Date of Publication: Spring 2010



This award-winning publication known as “the National Geographic of British Columbia” has entertained and enlightened its worldwide audience of readers with inspiring profiles of BC’s beautiful places, intriguing journeys and remarkable people. British Columbia magazine combines well-researched articles with the highest-quality photography to present British Columbia’s natural beauty, its diversity of parks, wilderness and wildlife, its boundless opportunities for outdoor exploration, adventure and travel, and its legacy of history and heritage places.

- A Circulation of **120,000** copies per issue and **1.2 million** readers
- Editorial to advertising ratio of the magazine is **70% editorial**, the very highest in the industry
- Ranked in the **top 20** paid circulation English magazines in the country.

Copy/Image Specifications for a Formatted Ad

Size	Approx. Words	Photo Size (Height x Width)
1/4 page	100	3” x 4”
1/8 page	50	3” x 2”
1/16 page	25	1.5” x 2”

Campaign Details:

- 2 page spread
- Formatted ads
- Full-Colour

Please submit:

- A high-res logo (min. 300dpi)
- Text (word count indicated above)
- Contact information (phone, web, address, etc.)

Formatted Advertising Sizes & Rates

Size	Stakeholder	Regular	Savings
1/4 page	\$ 3,125.00	\$ 4,440.00	\$ 1,315.00
1/8 page	\$ 1,575.00	\$ 2,220.00	\$ 645.00
1/16 page	\$ 815.00	\$ 1,165.00	\$ 350.00



Fall 2009 Issue

Sales and Information:

Jim Griffin, Sales Rep. for Cowichan Valley to Victoria, Comox Valley to Port Hardy & the Gulf Islands **Phone** 250-477-4429

Fax 250-477-4519 **Email** jim.victoria@shaw.ca

Susan Webster, Sales Rep for Nanaimo to Qualicum Beach, Port Alberni & the West Coast

Phone 250-751-3791 **Fax** 250-751-3795 **Email** susanwebster@shaw.ca

Please send ad materials to Page One Publishing:

Phone 250-595-7243 **Fax** 250-595-1626 **Email** ads@pageonepublishing.ca



Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____ Email: _____

Issue: Spring 2010

Ad Size: 1/4 pg 1/8 pg 1/16 pg

Program Cost: \$ _____

Add GST @5% (GST# 121700611) \$ _____

Total Cost \$ _____

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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 _____