

Discover ... your gateway to the tourism market!

760,000 + READERSHIP SPRING 2012

Discover Vancouver Island, Victoria, The Gulf Islands is the marketing vehicle for you! Whether you want to reach visitors or Islanders, make this travel guide part of your seasonal ad campaign!

Distribution Plus!

Reach over 760,000 readers with your ad. **Discover** Vancouver Island, Victoria and the Gulf Islands will be distributed as an insert in the Times Colonist, Vancouver Sun, Calgary Herald, the Edmonton Journal, Saskatoon Star Phoenix, Regina Leader Post and the Seattle area.

Shelf Life

An unbeatable 6 months of advertising life! This indispensable guide will be referred to again and again.

Pass-along Readership

Local families looking for a weekend getaway, their guests looking for holiday inspiration, and out-of-town family members planning a vacation ... one copy of **Discover** will be turned to many times.

Editorial Highlights

Informative editorial and images covering all regions of Vancouver Island and the Islands.

Thousands of copies will be available in specially-designed boxes and counter displays at select locations around the Island.

- Transportation centres
- Hotels and motels
- Tourist information centres
- Major tourist attractions

And on the WEB

Discover is one of the most viewed features on the **timescolonist.com** website.

The Times Colonist will promote Discover with more than 500,000 leaderboard and big box ad impressions on the **timescolonist.com** – ensuring that potential customers can easily find you and connect with your business.

Discover will be posted on **timescolonist.com** for 6 months following publication.



| SPRING Distribution: | |
|------------------------------|----------------|
| Victoria Times Colonist | 56,500 |
| *Vancouver Sun | 55,000 |
| *Calgary Herald | 55,000 |
| *Edmonton Journal | 50,000 |
| Saskatoon | 20,000 |
| Kelowna | 18,000 |
| Regina | 15,000 |
| Seattle Region | 45,000 |
| Transportation & Destination | 3,500 |
| TOTAL | 318,000 |

Accessible by following the website link at: www.timescolonist.com

*Target: Higher income, educated adults 35+ with children





Tourism Vancouver Island



Times Colonist **DISCOVER** Spring 2012

Tourism Vancouver Island is pleased to offer savings and value through the newly re-designed *Discover Vancouver Island Victoria & The Gulf Islands*. Reaching travelers near and far, Discover highlights the vacation possibilities offered by this amazing region. Take advantage of Discover's unique advertising opportunity.

Capture your share of the lucrative tourism market before the competition does!

Rates (+ HST):

| | Regular | Stakeholder | Savings |
|-----------------|---------|-------------|---------|
| Full Page | \$5,066 | \$4,306 | \$760 |
| 1/2 Page | \$2,732 | \$2,322 | \$410 |
| 1/4 Page | \$1,424 | \$1,210 | \$214 |
| 1/8 Page | \$712 | \$605 | \$107 |
| A Closer Look | \$1,970 | \$1,675 | \$295 |
| A Walk Downtown | \$559 | \$475 | \$84 |

CREATIVE ADVERTISING OPTIONS

Along with regular display advertising we're offering additional opportunities:

A Closer Look

Pictorial Profile pages to showcase your restaurant, club or store with an attractive interior picture of your business along with lively copy letting readers know what you do best!



10 1/2 " x 3 1/4 " deep ... \$1675
(10 columns x 45 lines deep)
includes full colour

Discover a VI Lifestyle

for those who are looking for Real Estate investments or longer term visits to the island.

Fishing HOT SPOTS

a feature focusing on Vancouver Islands saltwater fishing HOT SPOTS. Where to go, what to use and when to plan.

B&B Getaways

a great opportunity to showcase your Bed & Breakfast to prospective visitors



Colour Black plus:

| | |
|-------------------------|-------|
| ■ Spot colour | \$350 |
| ■ ■ ■ Full colour | \$600 |

Deadlines Date:

| Publication Date | Space Deadline |
|------------------|-------------------|
| March 15, 2012 | February 10, 2012 |

Contact:

Martin Olivier, *Times Colonist*

Phone: 250-380-5243

Fax: 250-380-5253

E-mail: molivier@timescolonist.com

A Walk Around

Attractive ganged pages focusing on the spots to shop and eat in your specific area.



1 7/8 " x 4 1/4 " deep
\$475



Company Name: _____

Mailing Address: _____

Phone: _____ Fax: _____

Contact Name: _____ Email: _____

Ad Size: _____ + Online Ad Cost: \$ _____

Colour: 1 colour (\$350) Full colour (\$600) Colour Cost: \$ _____

Add 12% HST (HST# 121700611) \$ _____

Total Cost \$ _____

| Ad Size | Ad Dimensions |
|-----------|-----------------|
| Full Page | 10.5"w X 10.5"h |
| 1/2 Page | 10.5"w X 5.21"h |
| 1/4 Page | 5.20"w X 5.21"h |
| 1/8 Page | 5.20"w X 2.57"h |

Taking advantage of the online option?
Contact your sales representative:
Martin Olivier (250) 380-5243 or molivier@timescolonist.com,
for more information on what to submit.



Please send all camera-ready materials to:
tcadvertising@timescolonist.com

Payment Information

Payment Method: Cheque Master Card Visa Invoice Me

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Signature: _____

Please make Cheque payable to Tourism Vancouver Island
Interest shall be charged at a rate of 2% per month on all overdue accounts.

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)

Print Name: _____ Title: _____

Phone #: _____ Date: _____

Signed by: _____

****Please ensure you comply with all criteria listed prior to
initialling your appropriate category.**

Accommodations
(Hotels, Motels, Hostels,
B&Bs, Resorts, Lodges &
Campgrounds)

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- The stakeholder must be a minimum of one of the following (Please check all applicable):
 - Tourism BC Approved Accommodation
 - AAA rated/approved
 - Canada Select rated/approved

Vacation Home Rentals,
House Boats

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- Coast Guard Certified (House Boats only)

Tourism Associations, DMOs

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Incorporated under the Societies Act or Board of Trade Act

Incorporated Community

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Community is incorporated as a municipality or is within a regional district or Islands Trust area

Transportation

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Incorporated under the Societies Act or Board of Trade Act
- Minimum 2 million dollar insurance (including 3rd party liability)

Attractions & Recreation
Operators

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)

Parks

Initial _____

- Must be either:
 - Municipal
 - Regional
 - Provincial
 - Federal

Festival & Events Venues

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)

Food & Beverage, Retail

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Appropriate Insurance
- Tourism purchases must be a component of the business/service (Retail only)

Education & Training

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Minimum 2 million dollar insurance (including 3rd party liability)
- Accredited provincial educational organization or;
- Legally registered or incorporated training company

Tourist Services

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- Appropriate Insurance

Travel Wholesalers &
Receptive Operators

Initial _____

- Compliant with all municipal, regional district, provincial and federal regulations & bylaws
- R Licensed and compliant with the Business Practices & Consumer Protection Act Travel Industry Regulations - B.C. Reg 296/2004

Special approval may be obtained on a case by case basis for tourism based businesses who do not fall under any of the the criteria.

I have read the Stakeholder Criteria form above and meet all applicable criteria required for my stakeholder category.

Print Name: _____ Signature: _____