

The Travel Guides to Canada

*With a total distribution of **80,000**, the annual Travel Guides to Canada offer an incredible span of coverage to Vancouver Island's top country markets!*

The four Travel Guides to Canada are high quality, informative publications that reach out to travel agents, tour operators, incentive travel, meeting planners and tourism industry professionals as well as consumers themselves. These guides are distributed exclusively to these tourism professionals in Great Britain, U.S.A., and Canada, which, based on the [2008 Vancouver Island Visitor Exit Survey](#), are Vancouver Island visitors' TOP 3 countries of origin.

Not only will these eye-catching guides be delivered to tourism professionals and made available through retail outlets such as Chapters, Indigo, Coles & Smithbooks, Sobeys, HDS Retail, London Drugs and Value Drug Mart, with Barnes & Noble in the U.S.A. and Air Canada Maple Leaf Lounges in London, Paris, Los Angeles and 16 airport locations throughout Canada, but they will also be distributed at International travel shows including World Travel Market - London, EIBTM - Barcelona, ITB - Berlin and Rendez-vous Canada and will also be available online at www.canadatravelguides.ca.

The Travel Guides to Canada are annual publications that receive excellent feedback from readers. This superb marketing opportunity will go the distance for your company!

*Take advantage of this **4 in 1** campaign targeting key Vancouver Island markets!*

This campaign includes:

- A double page spread in ALL 4 of the 2010 guides:
 - U.S.A. Travel Industry Guide to Canada (print run of 27,000)
 - British Travel Industry Guide to Canada (print run of 14,500)
 - NEW** → Canadian Travel Industry Guide to Canada (print run of 12,500)
 - Travel Guide to Canada - Consumer Newsstand Edition (print run of 26,000)
- 1 full page of editorial on Vancouver Island
- **PLUS** Virtual guides are also available online at CanadaTravelGuides.ca

Sales Close:

November 23, 2009

Materials Due:

November 30, 2009

Distribution Date:

February, 2010

Rates

Ad Size	Stakeholder Rate	Regular Rate	Savings
1/2 Page	\$3,595	\$5,250	\$1,655
1/3 Page	\$2,675	\$4,200	\$1,525
1/6 Page	\$1,350	\$2,250	\$900

For more information, contact:

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Email: tstefani@mwadvertising.ca



Tourism
Vancouver
Island

THE TRAVEL GUIDES TO
CANADA

The Travel Guides to Canada

Company Name: _____.

Address: _____.

Phone: _____ Fax: _____.

Contact Name: _____ Email: _____.

Ad Size: 1/2 (7^{1/4}" x 4^{7/8}") 1/3 (4^{3/4}" x 4^{3/4}") 1/6 (2^{3/8}" x 4^{3/4}")

Cost: \$ _____

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

TOTAL COST \$ _____

Payment Information

Please make cheque payable to Tourism Vancouver Island

Interest shall be charged at a rate of 2% per month on all overdue accounts.

Payment Method: Cheque MasterCard VISA

Cardholder Name: _____

Card Account Number: _____ Expiry Date: _____

Authorized Cardholder Signature: _____

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: _____

Please fax this contract to: 604-882-9128

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 _____