

Space Deadline: March 3, 2010
Ad Materials Due: March 8, 2010
Date of Publication: May 2010



Due to the great success of past campaigns with *Westworld* magazine, Tourism Vancouver Island is very excited to offer this great *Westworld BC* opportunity to Stakeholders.

Westworld is a travel and active living magazine published four times a year for the British Columbia Automobile Association and with a circulation of 530,595. From local destinations to domestic and foreign hot spots, *Westworld* presents unique vacation ideas and practical travel tips.

The quality of our audience is second to none. They're active, affluent, intelligent individuals - people with real purchasing power! They depend on *Westworld* for the inside track on new places, products and experiences and 61% of these readers have vacationed within BC in the past year. What better way to reach this target market and keep the Vancouver Island region top of mind than through CAA's *Westworld BC*!

Campaign Details:

- 2 page spread
(1 page of ads supported by 1 page of editorial)
- Display ads
- Full-Colour



Formatted Advertising Sizes & Rates

Size	Stakeholder	Regular	Savings
1/2 page	\$ 5,895.00	\$ 8,960.00	\$ 3,065.00
1/3 page	\$ 3,935.00	\$ 5,520.00	\$ 1,585.00
1/6 page	\$ 1,995.00	\$ 3,445.00	\$ 1,450.00

Sales and Information:

Donal Black, Sales Rep for Canada Wide Magazines

Phone 604-473-0328 **Fax** 604-299-9188 **Email** dblack@canadawide.com

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: _____

Are you a: New ad or Pick-up ad

Ad size: 1/6 (vertical) - \$1,975 1/3 (square) - \$3,925
 1/6 (horizontal) - \$1,975 1/3 (vertical) - \$3,925
 1/2 (horizontal) - \$5,850

Ad Cost \$ _____
Add GST @ 5% (GST # 121700611) \$ _____
TOTAL COST: \$ _____

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
*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 you're 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 _____