

“Monthly Specials”

Space & Ad Material Deadline:

The 23rd of each month
(ie. May 23rd for the June Issue)

ONLY \$99/month
or
\$990 / year

Reach thousands of online consumers every month!

Every month you can place new and enticing deals on VancouverIsland.travel, the micro-site for our 2012 Vacation Guide. These deals are intended to entice potential Vancouver Island travelers into visiting stakeholder properties.

We have placed **QR codes** throughout the printed 2012 Vacation Guide which will direct the consumers directly to the “Monthly Specials” online page.

In order to participate you must be a 2012 Vacation Guide advertiser and we are encouraging stakeholders to attach a **promotional code** to their monthly special in order to track the effectiveness of this program.

Your ad will include:

- One *fantastic* special offer to entice travellers!
- Your Company Logo
- A 50-word maximum company profile
- One vertical image (**200x300 pix**)
- One contact phone number and one URL that links directly to your package being offered
- Promotional code to track your special offer

<p>Vertical Photo 200 px wide by 300 px high</p> 	<p>HEADLINE including price point</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur felis arcu, feugiat faucibus tincidunt in, auctor a ante. Integer ac odio sit amet lorem adipiscing bibendum. Nam et orci nunc, a lobortis risus. Quisque sodales cursus tempor. Nunc non dolor et tortor dapibus accumsan nec pretium urna. Vivamus quis eros. (50 Words Editorial)</p>
<p>Company Name Phone Number WebAddress</p>	
<p>Acceptable formats for photo and logo are .jpg, .png, .tiff, .gif, .bmp, .psd, .pdf or .ai</p>	

For more information or to book your space, please contact:

Cindy Pollard
South Island & Nanaimo
Phone: (250) 740-1216
Fax: (250)-754-3599
Email: Cindy@tourismvi.ca

Karen Bonell
Gulf Islands, Cowichan, North &
North Central Island Regions
Phone: (250) 792-3733
Fax: (250)-754-3599
Email: Karen@tourismvi.ca

Susan Webster
Pacific Rim & Oceanside Region
Phone: (250) 751-3791
Fax: (250)-754-3599
Email: Susan@tourismvi.ca

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Email: _____

1 Year at \$990.00 (2 free months)
Starting Month: _____

_____ month(s) at \$99/month
Month(s): _____

Program Cost: \$ _____

Add HST @ 12%: \$ _____

Total Cost: \$ _____

Please submit:

- One *fantastic* special offer to entice travellers!
- Your Company Logo
- A 50-word maximum company profile
- One vertical image (**200x300 pix**)
- One contact phone number
- One URL that links directly to your package being offered **or** directly to your webpage
- Add due date reminder for ad materials to your calendar

Submit to: Shannon Russell

Email: Shannon@tourismvi.ca Phone: (250) 740-1222

Deadline:

No later than the 23rd of the month
Remember to add this date to your calendar.

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: _____