

2011

VANCOUVER  
ISLAND'S

TOP

# Outdoor Guide



Website promotion

Retail outlet promotion

Consumer show promotion

ON-LINE VIRTUAL GUIDE

75,000  
COPIES!

# Advertise with the best!

Tourism Vancouver Island's **Outdoor Guide** is the top publication for outdoor enthusiasts visiting the Vancouver Island region.



## DISTRIBUTION

- Consumer show markets represented by Tourism Vancouver Island include Vancouver, Alberta, Ontario and California
- Vancouver Island Visitor Centres, BCAA, and AAA offices
- Outdoor adventure retail outlets
- Mailed to all potential visitors inquiring about outdoor activity opportunities in the Vancouver Island region

## The **Outdoor Guide** goes virtual

Now the *Outdoor Guide* can be viewed on-line!

- It's fun, quick, user friendly, and "green"
- Easy-to-use links take users right to the websites of advertisers
- The virtual guide has the unique ability to track consumer activity within the guide

**9,253** people visited the 2009 guide on-line.

Average length of visit: **8 minutes, 37 seconds**

Average page views per visit: **21**

Total clicks to advertisers: **3,934**

Downloads of the virtual guide: **460**

Total pages printed: **3,241**

Total countries that viewed the virtual guide: **69**

The Vancouver Island pages of HelloBC.com are averaging more than **110,000** visits per month.

## Circulation 75,000

## PROMOTION

The *Outdoor Guide* is promoted through Tourism Vancouver Island's media and travel trade efforts.

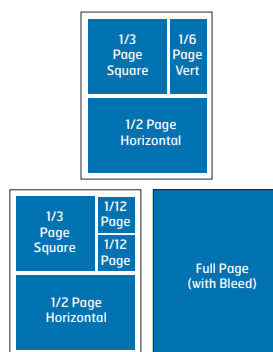
- Did you know our Media Relations Department generates in excess of **10 million dollars of advertising equivalency annually** with several hundred local and international travel media? We encourage travel features in newspapers, travel magazines, internet, and TV advertising.
- Did you know that in our Travel Trade Department, we meet with over **250 international tour operators and wholesalers at five key trade shows annually?** This has resulted in new and expanded itineraries throughout the Vancouver Island region.
- The *Vancouver Island Outdoor Guide* is promoted in a number of publications geared towards outdoor enthusiasts interested in Vancouver Island, Victoria, and the Gulf Islands.

// The *Outdoor Guide* is a fantastic vehicle for reaching a captive tourism audience - and always a staple in our advertising plan. The bold, fresh imagery and comprehensive information is exactly what our guests need to plan their trip! //

Brandon Williams,  
Director of Marketing & Sales,  
WildPlay Element Parks

## Advertising sizes and rates

UNIT SIZE	INCHES (W x H)	REGULAR RATES	STAKEHOLDER RATES
Outside Back Cover	8 x 10.75	\$5,625	\$4,295
Inside Covers/Full Page	8 x 10.75	5,525	4,195
1/2 Page Horizontal	7.083 x 4.875	2,755	2,175
1/3 Page Square	4.667 x 4.875	1,875	1,495
1/6 Page Vertical	2.25 x 4.875	955	785
1/12 Page Square	2.25 x 2.364	555	425



SPACE DEADLINE: September 8 / MATERIAL DEADLINE: September 24 / DELIVERY: December 1, 2010

You are a stakeholder of Tourism Vancouver Island and must meet all the applicable criteria for our stakeholder category. Rates do not include GST or creative design of advertisement. All cheques are payable to Tourism Vancouver Island. / Tourism Vancouver Island uses tourism partner dollars to subsidize the cost of your participation in this program. Tourism Vancouver Island subsidizes the marketing of tourism businesses on Vancouver Island by investing over \$600,000 in programs like this to make it affordable to you.

For more information or to book your ad space, contact Vicky Campbell, Program Sales Representative, at Tourism Vancouver Island **Tel 250-740-1216 Email vicky@TourismVI.ca Fax 250-754-3599**

For ad material inquiries, please contact the Advertising Coordinator at Page One Publishing **Tel 250-595-7243 Email ads@pageonepublishing.ca Fax 250-595-1626**



The *Outdoor Guide* is published by Tourism Vancouver Island in partnership with Page One Publishing Inc.  
www.pageonepublishing.ca www.vancouverisland.travel



Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Ad Cost: \$ \_\_\_\_\_

Add HST 12% (HST# 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 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 completed contract to Vicky Graham at **250-754-3599**

<b>Accommodation, Hostels and Campgrounds</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Minimum 2 Million Dollar insurance, and</li> <li>▪ The Stakeholder must be a minimum of one of the following (please indicate):               <ul style="list-style-type: none"> <li><input type="checkbox"/> Tourism BC Approved Accommodation</li> <li><input type="checkbox"/> AAA rated/approved</li> <li><input type="checkbox"/> Canada Select rated/approved</li> </ul> </li> </ul>
<b>Lodges &amp; Vacation Home Rentals</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Minimum 2 Million Dollar insurance (including 3<sup>rd</sup> party liability)</li> </ul>
<b>Associations &amp; Transportation</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Incorporated under the Societies Act or Boards of Trade Act</li> </ul>
<b>House Boats</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Minimum 2 Million Dollar insurance, and</li> <li>▪ Coast Guard certified</li> </ul>
<b>Real Estate</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Either/or:               <ol style="list-style-type: none"> <li>1. Member of the local Real Estate Board</li> <li>2. BC licensed realtor</li> </ol> </li> </ul>
<b>Adventure, Ski, Golf, Attractions, Arts &amp; Culture, Spa &amp; Wellness, Agriculture &amp; Winery, Food &amp; Beverage, Meeting Facilities Rentals, &amp; Gardens</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Minimum 2 Million Dollar insurance (including 3<sup>rd</sup> party liability)</li> </ul>
<b>Tour Operators</b> (In and out of province)  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Tour operator registration</li> </ul>
<b>Parks</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ Must be either:               <ol style="list-style-type: none"> <li>1. Municipal</li> <li>2. Regional</li> <li>3. Provincial</li> <li>4. Federal</li> </ol> </li> </ul>
<b>Dive</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Minimum 2 Million Dollar insurance (including 3<sup>rd</sup> party liability), and</li> <li>▪ Canadian Transport certified vessel (if applicable), and either/or               <ol style="list-style-type: none"> <li>1. Affiliation and registration as a Dive Centre with an Internationally recognized Scuba Training Agency.</li> </ol> </li> </ul>
<b>Education</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ BC Public Education</li> </ul>
<b>Learning/Enrichment</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Minimum 2 Million Dollar insurance (including 3<sup>rd</sup> party liability), and</li> <li>▪ Business license or Society registration</li> </ul>
<b>Events &amp; Retail/Service</b>  _____Initial	<ul style="list-style-type: none"> <li>▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and</li> <li>▪ Applicable insurance</li> </ul>

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 \_\_\_\_\_