

Tourism
Vancouver
Island

The Wine Islands

Space Deadline: January 27, 2012

Ad Deadline: February 3, 2012

Be in the Vancouver Island region's BEST wine & culinary guide in 2012!

We all know that Vancouver Island boasts some of the province's most ideal grape growing conditions, comparable to those in northern France and central Germany, now let's share this fun fact with the rest of the world and educate people on why Vancouver Island's wine and culinary industries are becoming world renowned! With over 40 wineries, cideries, breweries and meaderies to choose from, this growing industry is a huge draw for tourists coming to the Vancouver Island region.



What you get...

- **Circulation: 60,000**
- **Distribution** through:
 - Tourism Vancouver Island's Brochure Distribution Program
 - Certified Folders' Vancouver Island outlets
 - BC Ferries' mainland and Gulf Islands routes
 - Vancouver Island Visitor Information Centres
 - 6 consumer shows attended by Tourism Vancouver Island
- A **virtual copy** of the Guide available for consumers to view, print and download
- A **direct link** to your website from the virtual guide

Almost **1,000** people have viewed the Wine Islands guide from May to October with **over 15,000** pageviews. Visitors clicked through to advertisers' websites more than 250 times with an average of 2.25 minutes spent on the advertisers page.

Ad Size	Cost	Ad Size	Cost
Back cover—full panel	\$ 3,295	1/2 panel	\$1,335
Inside front cover panel	\$ 3,000	1/4 panel	\$ 675
Inside back cover panel	\$ 2,750	Formatted listing	\$ 340
Full panel	\$ 2,650		

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

Cindy Pollard

South Island & Nanaimo

Phone: (250) 667-8327

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

Please send ad materials to:

Page One Publishing Fax - (250) 595-1626 ads@pageonepublishing.ca

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Email: _____

- Back cover 1/2 panel
 Inside front cover 1/4 panel
 Inside back cover Formatted listing
 Full panel

Ad Cost: \$ _____

Add HST @ 12%: \$ _____

Total Cost: \$ _____

- ★ WIVA Members: Please note that The Wine Islands Guide is a Tourism Vancouver Island publication; your membership with WIVA **does not** include advertising in the Guide.

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)

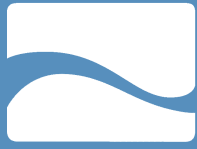
Print Name: _____ Title: _____

Phone #: _____ Date: _____

Signed by: _____

Sales Rep: _____

Please send completed contract to (250) 754-3599



2012 Advertising Form – Formatted Listing

Name of Business: _____

Contact Name: _____ Tel: _____

Email: _____ Fax: _____

1. Please check one of the following boxes:

NOTE: Listings in the 2012 issue will include a photo instead of a logo. If you are picking up your 2011 ad (with or without changes), we will require a photo to be supplied for your listing. If supplying the photo digitally, it must be 2" x 2", 300dpi and CMYK.

- Pick up my ad from The Wine Islands 2011 – **make no changes - photo to be supplied.**
- Pick up my ad from The Wine Islands 2011– **make changes as below.**
 - New contact information
 - Copy changes
 - New photo (if supplying the photo digitally, it must be 2" x 2", 300dpi and CMYK)
- I am a new Advertiser. I will supply contact information, a photo, and ad copy as indicated.
 - Contact information – Business Name, Address, Phone, Web Address,
 - Photo – if supplying the photo digitally, it must be 2" x 2", 300dpi and CMYK
 - Ad copy – 30 words of text for the main body of the ad

2. Please provide your new or revised information below, or via email.

3. Indicate which of the following you offer:

- Gift Shop Restaurant Guided/Self guided tours BC AgriTourism Accredited
- Licensed Picnic Area Open primarily by appointment - always call ahead

4. Return the completed form to Page One Publishing Inc. by fax: (250)595-1626

5. Send artwork to the following address or email, Attention: Ad Coordinator:

- 1322A Government St, Victoria, BC V8W 1Y8
- Email: ads@pageonepublishing.ca
- Phone: (250)595-7243



Tourism
Vancouver
Island

The
Wine Islands

Guide Order Form

Name of Business: _____

Contact Name: _____ Tel: _____

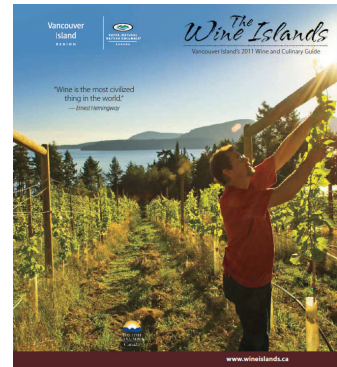
Email: _____ Fax: _____

Please select one of the following:

- Please send me _____ **boxes*** of the 2012 Guide.
- Please send me _____ **bundles**** of the 2012 Guide

**250 Guides per box*

***25 Guides per bundle*



Please ship my 2012 Guides to:

Attn: _____

Address: _____

City: _____ Postal Code: _____

Please return this completed form to Tourism Vancouver Island by fax: (250) 754-3599

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****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: _____