

**Space Deadline:** See deadlines below

**Ad Submission Deadline:** see deadlines below

**Vancouver Island’s very own E-Newsletter is now in its 8th year of circulation!**

islandMOMENTS is a **bi-monthly** E-newsletter directly targeting consumers who WANT to receive information about Vancouver Island, Victoria and the Gulf Islands. Catering to everyone from thrill seekers to spa lovers and culinary enthusiasts to artists and everyone in between, each issue of islandMOMENTS will include three professionally written articles on Vancouver Island including one *FEATURE* article.

Island Moments is by far the best bang for your buck that Tourism Vancouver Island offers its stakeholders. It's measurable, targeted, relatively inexpensive, and TVI is constantly working to make it even better. Way to go, Team TVI!

- Blain Sepos, Executive Director, Oceanside Tourism Association



Delivered to over 21,000 subscribers in **47** different countries eager to receive Vancouver Island information

**91%** of those who open the newsletter are from our target markets: Canada (66%); US (17%); UK (5.3%); Germany (2.4%)



islandMOMENTS is always linked onto social media, such as Twitter and Facebook.

Each issue will focus on a unique regional pastime and will feature a spotlight article on a different Vancouver Island community. PLUS calculations are IN! In 2013, each issue of islandMOMENTS generated an average of almost **400** click-throughs to sponsor sites per issue, with an average time of 6 minutes spent on advertiser sites.

Issue	Sales Close	Materials Due
May-June	April 11	April 15
July-August	June 12	June 16
September-October	August 12	August 15
November-December	October 13	October 15
January-February	December 12	December 15
March-April	February 12	February 16

**Lock your spot today**

for as little as **\$157.50** per issue!

[Click here for the latest issue of islandMOMENTS](#)

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

**Susan Webster**  
Parksville/Qualicum Beach & Pacific Rim Regions  
**Phone:** 250-751-3791  
**Fax:** 250-754-3599  
**Email:** [Susan@tourismvi.ca](mailto:Susan@tourismvi.ca)

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

**Victoria Graham**  
South Island, Cowichan & Nanaimo Regions  
**Phone:** 250-668-6232  
**Fax:** 250-754-3599  
**Email:** [Vicky@tourismvi.ca](mailto:Vicky@tourismvi.ca)

**Please submit ad materials to:**

Shannon Russell, **Phone** 250-740-1222 | **Fax** 250-754-3599 | **Email** [Shannon@tourismvi.ca](mailto:Shannon@tourismvi.ca)

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

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

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

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

\_\_\_ issues @ \$225/issue

Program Cost: \$ \_\_\_\_\_

6 consecutive issues/year @ \$157.50/issues

Add GST (5%): \$ \_\_\_\_\_

Start Month: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_

### Checklist

- Sign and fax your **contract** to Tourism Vancouver Island
- Logo:** colour, in either .eps or .jpg format with a minimum width of 150 px
- Photo:** square colour photo with dimensions of 200px by 200px in .jpg format
- Text:** a 30 word maximum description
- If this is your first Tourism Vancouver Island campaign, fax your completed **Stakeholder Category Criteria** form with your contract
- Add the due date for ad materials in your calendar should you want to change your ad

**Submit to:**  
Shannon Russell  
[Shannon@tourismvi.ca](mailto:Shannon@tourismvi.ca)  
(250) 740-1222

### 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 re-affirm that I am in compliance with the eligibility criteria which I have previously confirmed (refer to Stakeholder Category Criteria previously completed during stakeholder registration)

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone #: \_\_\_\_\_ Date: \_\_\_\_\_

Signed by: \_\_\_\_\_

Sales Rep: \_\_\_\_\_