

# VANCOUVER

2016/2017 Official Visitors' Guide



**FRESH NEW** concept, with 30+ pages of authentic content, including influencer-curated and insider-recommended experiences and information, in collaboration with the creators of *BCLiving.ca*.

- **OFFICIAL GUIDE** for visitors and the *essential* and *only* guide many visitors see
- **ON THE GROUND** distribution to in-market visitors, and travellers planning a visit
- **LISTS, MAPS** and **ITINERARIES** to must-see, must-do, must-have experiences
- **KEY INFORMATION** including maps, logistics, heritage and culture, festivals and events
- **UNIQUE OPPORTUNITES** from cover exposure to your own custom content
- **PLUS** complimentary listings for Tourism Vancouver members

## PRINT RATES

Full page	\$7,180	Outside back cover	\$9,000
2/3 page	\$5,708	Inside back cover	\$8,560
1/2 page	\$4,236	Inside front cover	\$8,440
1/3 page	\$3,656	Front cover*	\$24,995
1/6 page	\$1,836		

All rates shown in net Canadian dollars.  
Premium positioning \$500

\*Image only to be featured on cover subject to approval.

## ADVERTISING DEADLINES

**SPACE CLOSE**  
March 8

**MATERIAL DUE**  
March 22

**PUBLICATION DATE**  
May 15

ANNUAL CIRCULATION: **150,000**    READERSHIP\*: **500,000**

PUBLISHED BY



CANADA WIDE MEDIA LIMITED | canadawide.com

FOR MORE INFORMATION, CONTACT:

**CAM McDONALD**

**604-473-0394**

[CMcDonald@canadawide.com](mailto:CMcDonald@canadawide.com)

230, 4321 Still Creek Drive, Burnaby BC V5C 6S7  
604.299.7311 | canadawide.com

# UNIQUE MARKETING OPPORTUNITIES



## Appear on the cover\*

Select opportunities available to tourism partners who dream of having their destination or offering seen first.

Exclusive to one advertiser only.

**\$24,995**



## Define the spine\*

The high-profile and unique vertical real-estate of a perfect-bound publication spine offers your brand one-of-a-kind real-estate for clever visual promotion or wordplay.

Exclusive to one advertiser only.

## Present the map

Fold-out map sponsorship allows your brand to be front-of-mind with hundreds of thousands of visitors who consult it annually. Showcase your premier locations, by presenting them on the *Official Visitors' Guide* map.

Exclusive to one advertiser only.

**\$6,500**

### Presented by:

The Vancouver Attractions Group



## Promote your business

Promoted content opportunities allow your business to put more than display advertising in front of an eager, in-market audience: tell your brand story, market your current offerings or introduce your unique people, products and services.

**\$8,300**

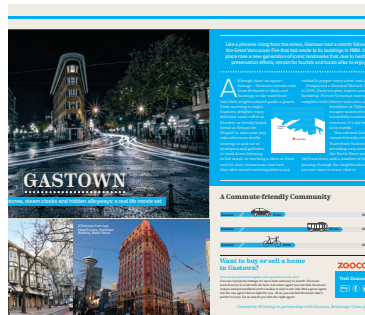


## Become a content partner\*

An elevated custom-content opportunity that joins our storytelling experts with your brand to create native content that seamlessly integrates your offering with the other insider-curated lists, itineraries and guides in the publication.

**\$8,900**

\*Subject to Tourism Vancouver and publisher approval



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conventions in Vancouver and to visitors at major events and festivals.

**In-Market Distribution:**

- Distributed at Tourism Vancouver Visitor Centres.
- Available at key hotels and attractions throughout the city.

**A VALUED GUIDE\***

90% of visitors find ads in the guide useful.  
87% of visitors bring the guide with them on their visit.

**VISITOR STATISTICS**

In 2015, the Metro Vancouver area welcomed **8.9 million visitors**, who spent nearly **\$4 billion** in the destination.\*\*

\*A.J. Lerner Market Research \*\*Tourism Vancouver

**FULFILMENT AND DISTRIBUTION**

**Direct Fulfilment:**

- Guide requests are made at [tourismvancouver.com](http://tourismvancouver.com).
- Mailed to visitors who are pre-planning their trip.
- Online virtual edition is promoted in ongoing e-marketing direct-to-consumer newsletters.
- Distributed to convention delegates at major

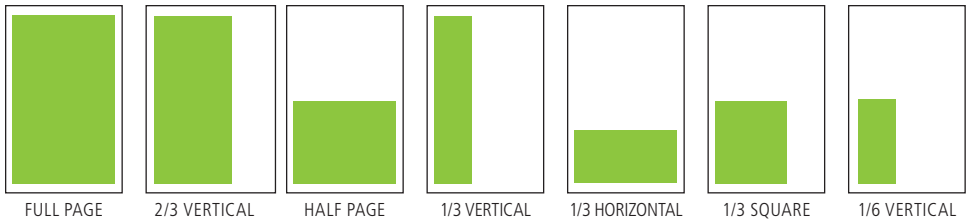
**PRINT AD SIZES**

Size in Inches – Width x Height

	[non-bleed#]	[trim#]		[non-bleed#]	[trim#]
Full page*	5.063 x 9.812	6 x 10.75	1/3 page square	3.333 x 4.75	—
2/3 page vertical*	3.333 x 9.667	3.75 x 10.75	1/3 page vertical	1.563 x 9.667	—
1/2 page horizontal	5.063 x 4.75	—	1/6 page vertical	1.563 x 4.75	—
1/3 page horizontal	5.063 x 3.125	—			

\*Please add minimum 0.125" beyond trim size on all sides to allow for bleed, and keep critical live material 0.25" inside trim on all sides.

\*Please note, only full page and 2/3 vertical ads bleed.



**SPECIFICATIONS**

**Printing Process:** Web Offset **Screen:** 150 lines per inch

**Ad Material:** All ads must be supplied in a format that meets Canada Wide's specifications: PDF (PDFx1/a preferred), PSD, AI, InDesign (packaged), EPS, TIFF, JPG. Native files created in Corel Draw, Quark Xpress, Microsoft Office (i.e. Word or Publisher) are not accepted.

Please note that the advertiser assumes all responsibility for the accuracy of information on all supplied material. Unless we are providing creative services you will not receive a final proof. Colour matching cannot be guaranteed unless a professionally calibrated, industry standard colour match proof is provided. Files are accepted by email or by using Canada Wide's online file transfer system. Contact our Production Department for more information and for a detailed Print Media Specifications sheet.

Ad material and questions can be sent to [ads@canadawide.com](mailto:ads@canadawide.com). Please indicate advertiser name and publication name/issue where applicable.

**Creative Services:** Canada Wide can provide complete creative services, including design, production and photography. A cost estimate will be prepared for approval prior to commencement of work.

**GENERAL POLICY**

1. Rates quoted are for space only. If material must be altered, there will be an extra charge.
2. Proofs for correction will not be provided except on pub-set copy and ads on which publication makes major changes. (All such material must be received by space close date.) Colour proofs cannot be supplied.
3. Publisher will not be responsible for ad material beyond 12 months after publication.
4. Advertising non-cancelable after closing date.
5. Rates do not include applicable taxes.

**Terms of Payment:** Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment should be made with order or at closing date unless credit terms have been arranged in advance.

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