

# 2017 MEDIA KIT



## Partnership Opportunities



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[exploresquamish.com](http://exploresquamish.com)

**WHY** advertising in the  
Tourism Squamish Guide

**top 5**  
REASONS

It is **SQUAMISH'S**  
**OFFICIAL GUIDE**

**YOUR MONEY**  
**GOES FARTHER**

Tourism Squamish is a non-profit society. Therefore, all proceeds from the guide go directly back to marketing Squamish.

**VISITOR CENTRE**

Tourism Squamish operates the Visitor Centre. Therefore, visitor centre staff only use and hand out the Tourism Squamish Guide at the Adventure Centre.

**GET ON THE MAP**

Visitor centre staff use the map in the guide for showing visitors where to go in Squamish. All advertisers in the guide, receive a pin on the map.

**DISTRIBUTION**

Tourism Squamish is printing 20,000 copies of the guide. They will be distributed at all major Visitor Centres in BC, throughout Squamish, and it is the official fulfillment piece for all online, phone, mail and in-person inquiries via Tourism Squamish and the Visitor Centre.

## MARKETING & PARTNERSHIP OPPORTUNITIES

### Membership with Tourism Squamish

There are many benefits of being a member of Tourism Squamish, including:

- ✓ Consumer website: business listing in appropriate category on **exploresquamish.com** (which received over 225,000 unique visits in 2016)
- ✓ Meeting planner website: business listing on **meetinsquamish.com**, if applicable
- ✓ Ability to load product into the Tourism Squamish online booking engine (sales are subject to commission)
- ✓ Promotion through Tourism Squamish's e-news and social media channels
- ✓ Access to Destination BC co-operative marketing, media and group lead opportunities
- ✓ Voting rights for Tourism Squamish's Board of Directors at the Annual General Meeting
- ✓ For a full list of benefits, see the 2017 Membership Package

#### 2017 ANNUAL MEMBERSHIP FEES

\$250 \* (Special Rate available for events and seasonal businesses)

### Brochure Racking

- ✓ Tourism Squamish manages the brochure racks at the Squamish Adventure Centre
- ✓ Put your business in front of thousands of visitors and locals by racking your brochure at the Squamish Visitor Centre
- ✓ The Adventure Centre welcomed over 203,00 visitors in 2016

#### 2017 ANNUAL RACKING RATES

Standard Brochure size > \$180 (Local business)\*

Standard Brochure size > \$300 (Out of Area business)

8.5" x 11" Booklet size > \$360 (Local business)\*

\* Local = Furry Creek to Brackendale

### Global TV Co-op Advertising

- ✓ Partner with Tourism Squamish to purchase spot buys (7 seconds, 3 image rotation) during select news programming

\* Available to Tourism Squamish members only

#### BUY-IN STARTING AT \$2,500

### Transit Co-op Advertising

- ✓ Advertise your company with Tourism Squamish on Transit busses in Vancouver and the Lower Mainland

✓ Contact Heather at Tourism Squamish for more details

\* Available to Tourism Squamish members only

#### BUY-IN STARTING AT \$5,000

## Visitor Guide

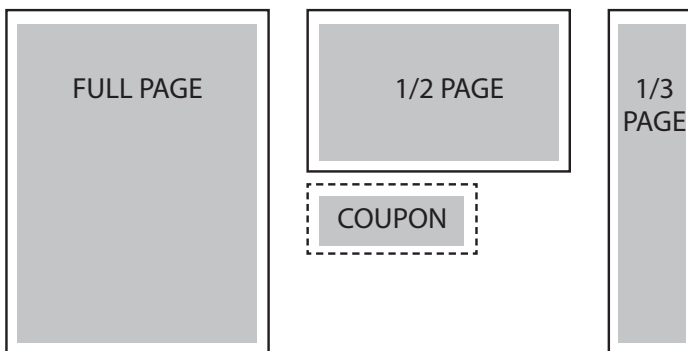
- ✓ Tourism Squamish creates Squamish's Official Visitor Guide
- ✓ This full colour publication has less than 50% advertisements and is full of articles, maps, coupons and photography promoting Squamish
- ✓ This key publication is a pillar of Tourism Squamish's marketing program
- ✓ The guide is racked at over 50 Visitor Centres throughout BC as well as Gateway Visitor Centres including:
  - Vancouver YVR Airport
  - Whistler
  - Kamloops
  - Golden
  - Pemberton
  - Kelowna
  - Osoyoos
  - North Vancouver
  - Penticton
  - Mt. Robson
  - Vancouver
  - Lytton
  - Merritt
  - Victoria
  - and many more
  - Langley
  - Peace Arch Border Crossing
- ✓ The guide is used as the official fulfillment piece for all online, phone, mail and in-person inquiries via Tourism Squamish and the Visitor Centre
- ✓ The guide is distributed at partnering hotels, attractions and businesses throughout Squamish and the Sea to Sky Corridor
- ✓ Complete **online version of the guide** is viewable on the Tourism Squamish website [exploresquamish.com](http://exploresquamish.com) (which received over 225,000 unique visits in 2016)

**BOOKING DEADLINE:** March 3, 2017

**AD MATERIAL DEADLINE:** March 10, 2017

**PUBLISHING DATE:** Spring 2017

### Ad Sizes:



## BUSINESS LISTINGS

Business Listings in the Visitor Guide are listed by sector groupings (i.e. accommodation, activity, restaurants, retail...).

Each business listing includes:

- ✓ Business logo/photo
- ✓ Business name
- ✓ Address
- ✓ Phone number
- ✓ Website / email address
- ✓ 160 character description

After Tourism Squamish receives your contract, you will be contacted for your business listing information.



## 2017 VISITOR GUIDE RATES

Business Listing	\$250
Coupon*	\$375
1/3 page*	\$550
1/2 page*	\$750
Full Page*	\$1,200
Inside Front Cover**	\$1,500
Inside Back Cover**	\$1,500
Outside Back Cover**	\$2,500

\* (all ads include business listing)

\*\* (all full page ads include a coupon)

## AD SPECIFICATIONS

Trim Size (W x H)

**Full Page** 7.875" x 10.25" (no bleed)

8.375" x 10.75" (with bleed)

\* please allow .25" bleed on all

sides & keep logos & text .5" within trim

**1/2 Page** 7.875" x 4.875" (no bleed)

**1/3 Page** 2.512" x 10.075" (no bleed)

**Coupon** 3.75" x 1.75" (no bleed)

AD FORMATS:

- PDF/X 1a preferred for all ads (no registration or crop marks for non-bleed ads, fonts as outlines or embedded)
- Images must be 300 dpi in CMYK format (no JPEG compression)
- Convert all colours to CMYK
- Please include your business name in the file name and email to:

**heather@tourismsquamish.com**

or

Upload to

[www.hightail.com/u/Tourism](http://www.hightail.com/u/Tourism)

## AD ARTWORK DEADLINE:

**March 10, 2017**

# bundle AND SAVE

## PREMIUM BUNDLE

- ✓ Full page ad in 2017 Visitor Guide (includes coupon & business listing)
- ✓ Tourism Squamish Membership 1-year
- ✓ Brochure racking at the Squamish Adventure Centre
- ✓ Street Team Sponsorship

**\$2,000**  
SAVE \$380

Total Value: \$2,380  
Bundle Price: \$2,000

## ENHANCED BUNDLE

- ✓ 1/2 page ad in 2017 Visitor Guide
- ✓ Tourism Squamish Membership 1-year
- ✓ Brochure racking at the Squamish Adventure Centre
- ✓ Mobile App Upgrade

**\$1,000**  
SAVE \$255

Total Value: \$1,255  
Bundle Price: \$1,000

## VALUE BUNDLE

- ✓ 1/2 page ad in 2017 Visitor Guide
- ✓ Tourism Squamish Membership 1-year

**\$800**  
SAVE \$200

Total Value: \$1,000  
Bundle Price: \$800

## Explore Squamish Mobile App - Business Profile Upgrade

Upgrade your free Explore Squamish Mobile App listing to our Business Class Profile and receive these additional features:

- ✓ up to 3 additional images + 10 paragraphs of content
  - ✓ link to mobile booking engine
  - ✓ up to 2 integrated PDF's (menus, brochures, etc.)
  - ✓ "Near Me" feature
  - ✓ embedded video (YouTube)
  - ✓ link to your social media channels (Facebook, Twitter, Instagram)
  - ✓ priority Business Class placement
  - ✓ multiple category placement
- ✳ Available to Tourism Squamish members only

### 2017 BUSINESS PROFILE UPGRADE RATE

\$75/upgrade

## Showcase Squamish Roadshow – Travel Trade Event

This annual event takes Squamish "on the road" to Vancouver and is designed to highlight Squamish activities, accommodations, attractions and transportation providers to key meeting planners and group incentive companies based out of Vancouver.

- ✓ meet with meeting planners, group incentive companies and Destination BC representatives
  - ✓ network with attendees and introduce your Squamish product
  - ✓ receive a post event contact list of all attendees for future sales referrals and follow up
  - ✓ opportunity to place one promotional item in each attendee bag
  - ✓ opportunity to promote your business via prizes and contests
- ✳ Available to Tourism Squamish members only

### 2017 SHOWCASE SQUAMISH ROADSHOW RATE

\$500+/annual event

## Street Team Sponsorship

- ✓ Tourism Squamish deploys "Street Teams" throughout Squamish from June to Labour Day, where high volumes of visitors congregate – events, trailheads, attractions, downtown...
  - ✓ Street Teams are mobile Visitor Information Agents, who provide information to visitors and locals about tourism offerings in Squamish
  - ✓ Sponsor our Street Team and we will include your logo on team uniforms
- ✳ Available to Tourism Squamish members only

### 2017 STREET TEAM SPONSORSHIP RATE

\$750/summer season (4-months)