

**BOOK
NOW
SPACE IS
LIMITED**

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 including:
 - Vancouver YVR Airport
 - Pemberton
 - Kelowna
 - Golden
 - North Vancouver
 - Penticton
 - Osoyoos
 - Vancouver
 - Lytton
 - Pr. George
 - Victoria
 - and many more
 - Whistler
 - Kamloops
- ✓ 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 local hotels, attractions and businesses throughout Squamish and the Sea to Sky Corridor
- ✓ A complete **online version of the guide** is viewable on the Tourism Squamish website exploresquamish.com (which received over 471,785 unique visits in 2018)

2019 VISITOR GUIDE RATES

Business Listing	\$250
Coupon*	\$375
1/3 page*	\$560
1/2 page*	\$750
Full Page*	\$1,300
Inside Front Cover**	\$1,650
Inside Back Cover**	\$1,650
Outside Back Cover**	\$2,500

* (all ads include business listing)

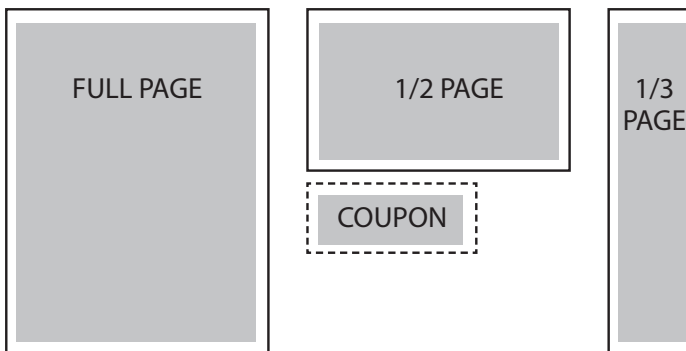
** (all full page ads include a coupon)

BOOKING DEADLINE: March 15, 2019

AD MATERIAL DEADLINE: March 25, 2019

PUBLISHING DATE: Spring 2019

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

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

**AD ARTWORK DEADLINE:
March 25, 2019**

2019 TOURISM SQUAMISH MARKETING AGREEMENT

Please complete all information below and return to Tourism Squamish in person to the Squamish Adventure Centre or by email to heather@tourismsquamish.com

Business Name _____

Billing Address _____

Contact Name _____

Email _____

Telephone _____

AUTHORIZED SIGNATURE _____

Date _____

Submit Form

Check applicable boxes for desired marketing and partnership opportunities

- Brochure Racking (Standard) \$180 (Local business)
- Brochure Racking (Standard) \$300 (Out of Area business)
- Brochure Racking (Booklet) \$360 (Local business)
- Showcase Squamish - Travel Trade Event \$500 + (contact Heather for details)
- Vancouver Outdoor Show \$1,200 + (contact Heather for details)
- Seattle Golf & Travel Show \$1,200 + (contact Heather for details)

2019 VISITOR GUIDE	
<input type="checkbox"/> Basic Business Listing	\$250
<input type="checkbox"/> Coupon*	\$375
<input type="checkbox"/> 1/3 page* - vertical	\$560
<input type="checkbox"/> 1/2 page* - horizontal	\$750
<input type="checkbox"/> Full Page*	\$1,300
<input type="checkbox"/> Inside Front Cover*	\$1,650
<input type="checkbox"/> Inside Back Cover*	\$1,650
<input type="checkbox"/> Outside Back Cover*	\$2,500
<input type="checkbox"/> Premium Bundle*	\$2,000
<input type="checkbox"/> Enhanced Bundle*	\$1,150
<input type="checkbox"/> Value Bundle *	\$900



** all Visitor Guide ads include business listing*