



Official Visitors' Guide RATES & SPECS 2020

Tourism Squamish creates Squamish's official Visitor Guide. This full colour publication has less than 50% advertisements and is full of articles, maps, special features, coupons and photography promoting Squamish. This key publication is a pillar of Tourism Squamish's marketing program and is racked at over 50 Visitor Centres throughout BC including the Vancouver YVR Airport.

OFFICIAL FULFILLMENT piece for all online, phone, mail and in-person inquiries via Tourism Squamish and the Visitor Centre

LOCAL DISTRIBUTION to local hotels, attractions and businesses throughout Squamish and the Sea to Sky Corridor

LISTINGS, MAPS, ITINERARIES & COUPONS for all the must-see, do, and have experiences

CUSTOMIZED INFO including maps, festivals & events, heritage & culture, kid-friendly activities and more

ONLINE EXPOSURE of the guide is viewable on the Tourism Squamish website exploresquamish.com (which received over 571,648 unique visits in 2019)



PRINT RATES

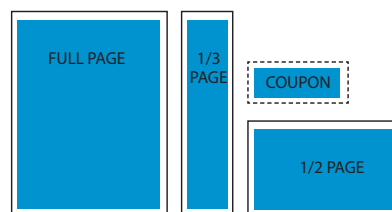
		Premium Ads	
Full page*	\$1,300	Inside Front Cover**	\$1,650
1/2 page*	\$750	Inside Back Cover**	\$1,650
1/3 page*	\$560	Outside Back Cover**	\$2,500
Coupon*	\$375		
Business Listing	\$250		

* (all ads include business listing) | ** (all full page ads include a coupon)

Business listings are listed by sector groupings (accommodation, activity, restaurants, retail...) Includes: business logo, business name, phone number, website, email, address and up to 160 character description.

PRINT SPECS

	(NON-BLEED)	(TRIM)*
Full Page	7.875" x 10.25"	8.375" x 10.75**
Premium Ads		8.375" x 10.75**
1/2 Page	7.875" x 4.875"	–
1/3 Page	2.512" x 10.075"	–
Coupon	3.75" x 1.75"	–



* 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.

ADVERTISING DEADLINES

SPACE CLOSE
March 23, 2020

MATERIAL DUE
March 31, 2020

PUBLICATION DATE
Spring 2020

ARTWORK FORMATS:

- PDF/X 1a for all ads (crop marks can not overlap bleeds, fonts as outlines or embedded)
- Images must be 300 dpi in CMYK format (no JPEG compression)
- Convert all colours to CMYK

SUBMIT ARTWORK:

• Include your business name in the file name and email to:
heather@tourismsquamish.com
or submit to
www.hightail.com/u/Tourism

2020 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 _____

Check applicable boxes for desired marketing and partnership opportunities

- | | |
|---|---|
| <input type="checkbox"/> Brochure Racking (Standard) | \$180 (Local business) |
| <input type="checkbox"/> Brochure Racking (Standard) | \$300 (Out of area business) |
| <input type="checkbox"/> Brochure Racking (Booklet) | \$360 (Local business) |
| <input type="checkbox"/> Showcase Squamish - Travel Trade Event | \$500 + (contact Heather for details) |
| <input type="checkbox"/> Vancouver Outdoor Show | \$1,200 + (contact Heather for details) |
| <input type="checkbox"/> Seattle Bike & Outdoor Show | \$1,200 + (contact Heather for details) |

2020 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 |

* all Visitor Guide ads include a business listing



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