

# VANCOUVER

## 2015/2016 Official Visitors' Guide



As the exclusive visitor publication of Tourism Vancouver, the **OFFICIAL VISITORS' GUIDE** reaches both Vancouver visitors and those considering a trip to our destination. It is the go-to source for ideas and comprehensive information on the places, activities and experiences that will entice visitors to make Vancouver their destination of choice.

The **OFFICIAL VISITORS' GUIDE** caters to Vancouver visitors with:

- Engaging articles and inspiring photography
- Festivals and entertainment
- Comprehensive information on accommodations, attractions, dining and transportation
- Detailed maps
- And MORE

ANNUAL CIRCULATION: **200,000** READERSHIP\*: **550,000**



**NEW**  
FOR 2015/2016  
**COVER**  
**IMAGE**  
FOR SALE!

### PRINT RATES

Full page	\$7,180
1/2 page	\$4,236
1/3 page	\$3,656
1/4 page	\$3,120
1/6 page	\$1,836
1/8 page	\$1,104
Outside back cover	\$9,000
Inside back cover	\$8,560
Inside front cover	\$8,440
Front cover*	\$24,995

All rates shown in Canadian dollars.

### IMPORTANT DATES

Space Close	March 2, 2015
Ad Material Due	March 3, 2015
Publication Date	May 8, 2015

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

**CANADA WIDE**  
MEDIA LIMITED

4th Floor, 4180 Lougheed Highway, Burnaby BC V5C 6A7  
604.299.7311 | canadawide.com

FOR MORE INFORMATION, CONTACT:

**CANADA WIDE MEDIA**

**604-299-7311**

**advertising@canadawide.com**

JAN. 27. 2015



# TOURISM VANCOUVER

TOURISMVANCOUVER.COM

## FULFILMENT AND DISTRIBUTION

### Direct Fulfilment:

- Guide requests are made at [tourismvancouver.com](http://tourismvancouver.com), and through direct calls to Tourism Vancouver offices.
- 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 all major conventions in Vancouver and to visitors at major events and festivals.

### In-Market Distribution:

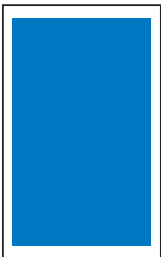
- Distributed at Tourism Vancouver Visitor Centres.
- Racked at key hotels and attractions throughout the city.

## A VALUED GUIDE\*

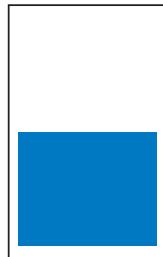
**90%** of visitors find ads in the guide useful.  
**87%** of visitors bring the guide with them on their visit.

## VISITOR STATISTICS

**In 2014**, the Metro Vancouver area welcomed **8.9 million visitors**, who spent nearly **\$4 billion** in the destination.\*\*



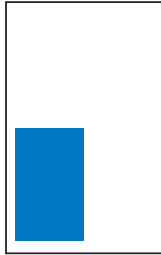
FULL PAGE



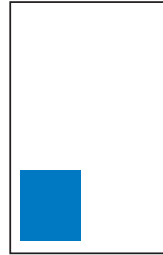
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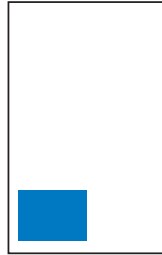
1/3 PAGE



1/4 PAGE



1/6 PAGE



1/8 PAGE

## PRINT AD SIZES

### Size in Inches – Width x Height

	[Trim Size#]
Full page	5.25 x 8.375
1/2 page horizontal	4.25 x 3.625
1/3 page horizontal	4.25 x 2.375
1/4 page vertical	2.0625 x 3.625
1/6 page vertical	2.0625 x 2.375
1/8 page horizontal	2.0625 x 1.75

\*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.

## SPECIFICATIONS

**Printing Process:** Web Offset

**Screen:** 150 lines per inch

**Binding Method:** Saddle Stitch

**Digital Ad Material:** All ads must be supplied in a digital format that meets Canada Wide's specifications for electronic output. Files created in Adobe InDesign, Adobe Illustrator and Adobe Photoshop are accepted. Macintosh format is preferred. To guarantee colour match, digital files in colour must be accompanied by a colour match proof. Canada Wide will accept no responsibility for content or colour accuracy where no proof has been supplied. Files are accepted by email or by using Canada Wide's online file transfer system. Call our Production Department for more information and for a detailed Print Media Specifications sheet.

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

**Advertisers:** Assume responsibility for proofing and accuracy of information on pub-set ads.

Send ad material to [tnguyen@canadawide.com](mailto:tnguyen@canadawide.com) or to the Canada Wide office (see address below). Indicate advertiser name and publication name.

## 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.

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



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