

2018

VISITOR GUIDE MARKETING PROGRAM

COMOX VALLEY'S OFFICIAL DESTINATION MARKETING PROGRAM

» **NEW!** All-inclusive packages combining the best of digital and print opportunities at unbelievably low rates!

FULL PAGE : 6.5" X 10.75" WIDE	\$2750
(WITH BLEED — BACK, INSIDE COVER AND INSIDE BACK)	
FULL PAGE : 5.5" X 10.25"	\$2000
HALF PAGE : 5.5" X 5.12"	\$1000
QUARTER PAGE : 2.75" X 5.12"	\$600
EIGHTH PAGE : 2.75" X 2.56"	\$400
FEATURED BUSINESS LISTING	\$400
BUSINESS LISTING	\$250

DISTRIBUTION » PRINT RUN 80,000:

To be distributed full circulation of the Comox Valley Record, on Vancouver Island, Lower Mainland, BC Ferries and Visitor Centres around B.C.

BONUS AT NO EXTRA CHARGE:

- » **Free business listing** in your choice of: Marine, Outdoor, Dine & Drink, Arts & Culture and Awesome All Winter themed brochures!
- » **Free targeted Programmatic and Search Digital Advertising** through summer 2018 directing web traffic to your listing!

» Full gloss 6" wide x 10.75" high

DISCOVER
comox valley

THE **COMOX VALLEY**
Record

765 MCPHEE AVENUE
COURTENAY
250-338-5811

THE VANCOUVER ISLAND VISITOR CENTRE (VIVC)

Open every day of the calendar year, this state-of-the-art centre offers full-service booking for activities and accommodations. Destination BC trained counselors are on-site and ready to deliver helpful, friendly advice to the tens of thousands coming through its doors.

ADVERTISING OPPORTUNITIES

- » 30sec static image or 15/30sec video commercials looping on in-house large screen televisions
- » Brochure racking in the visitor services area
- » Monthly signage and poster options throughout the Centre hallways and/or bathrooms

ONLINE SALES / ACTIVITY BOOKINGS Ask VIVC staff about the new online tour and product booking system that is already being used successfully at DiscoverComoxValley.com. The sales program, Rezgo, allows visitors on any mobile or desktop device to easily find and book experiences available through the VIVC from anywhere in the world. The tour operators receive instant booking notifications by email, while guests are provided with paperless receipts and vouchers for check-in.

Increase your event, activity or ticket sales NOW with Rezgo and join the list of businesses already benefitting from the online sales program. Purchase \$500 or more from the Visitor Services Marketing Program and receive a discount on commissions payable!

Head to DiscoverComoxValley.com to see who is selling more right NOW or call VIVC staff to find out more at 250.400.2882!

ALL-INCLUSIVE ADVERTISING PACKAGES

are far and away the best value and include digital advertising at DiscoverComoxValley.com at no extra charge.

FULL PAGE - \$2000

Includes a full-page ad in the Vacation Guide (6w x 10.75h, add 1/8 bleed), 12 month online box ad (250px x 250px) at DiscoverComoxValley.com and a print/online Featured Business Listing. Upgrade to a Back Cover, Inside Front Cover or Inside Back Cover for \$2750.

HALF PAGE - \$1000

Includes a half-page ad in the Vacation Guide (5.5w x 5.12h), 6 month rotating online box ad at DiscoverComoxValley.com and a print/online Business Listing.

QUARTER PAGE - \$600

Includes a quarter-page ad in the Vacation Guide (2.75w x 5.12h) and a print/online business listing.

EIGHTH PAGE - \$400

Includes an eighth-page ad in the Vacation Guide (2.75w x 2.56h) and a print/online business listing.

LISTINGS get you targeted exposure in print and online based on the category of your business. Categories include: Marine, Outdoor, Accommodation, Arts Culture Heritage, Dine and Drink, Shop, Transportation, Health and Wellness and Professional Services.

FEATURED BUSINESS LISTING - \$400

The best listing option. On DiscoverComoxValley.com, get a 50 word description, image and top level placement. In the Vacation Guide, get an image and 30 word description.

BUSINESS LISTING - \$250

The no-frills version but cost effective and targeted. On DiscoverComoxValley.com, get a 50 word description and an image. In the Vacation Guide, get your Business Name, web URL, address and phone number.

UPGRADE TO FEATURED LISTING - \$150

If you've purchased an all-inclusive advertising package with a Business Listing and want to upgrade to a Featured Business Listing, choose this option to take advantage of the top-level placement and increased word count!



BOOKING CONTRACT

VANCOUVER ISLAND VISITOR CENTRE PRODUCTS

- ☐ 30 Second Display Static Image\$600 per year
- ☐ 15 Second Display Video\$600 per year
- ☐ 30 Second Display Video\$1000 per year
- ☐ Brochure Racking\$175 per year
- ☐ Non-Profit Brochure Racking\$100 per year
- ☐ Hallway and Restroom Signage.....\$100 per month

Please circle months for hallway/restroom signage: Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec
VIVC staff will be in contact with you to coordinate fulfilment of your VIVC products.

CV AIRPORT

- ☐ Brochure Racking\$200 per year
- ☐ Non-Profit Brochure Racking\$100 per year

ALL-INCLUSIVE PACKAGES

- ☐ Full Page..... \$2000
- ☐ Half Page..... \$1000
- ☐ Quarter Page\$600
- ☐ Eighth Page.....\$400
- ☐ Upgrade Full Page (Inside Front, Inside Back or Back)..... \$2750

Artwork size specs are located in the sales kit. Ensure that ads are camera-ready: CMYK, all fonts are embedded or outlined and final files are PDF print-ready compliant.

LISTINGS The most economical option for print and website exposure!

- ☐ Business Listing\$250
- ☐ Featured Business Listing\$400
- ☐ Upgrade to Featured Business Listing\$150

Listings are displayed in the Vacation Guide, DiscoverComoxValley.com and in one Themed Guide of your choice.

BONUS! FREE THEMED GUIDES

Choose one of the Themed Guides you would like your listing to be included in:

- ☐ Outdoor ☐ Marine ☐ Arts Culture Heritage ☐ Dine and Drink

TOTAL PURCHASE

Payment plans available upon request
on purchases of \$1000 or more;

Booking deadline: February 28, 2018

1. Add Products for Subtotal: _____

2. Add GST 5%
Multiply line above by 5% _____

3. Total (add lines 1 and 2): _____

GENERAL

1. Customers and advertising agencies agree that Comox Valley Record will be under no liability for its failure to insert advertisement.
2. Customers and advertising agencies assume liability for all content of advertisements and also assume responsibility for any claims arising there from against THE SOCIETY.
3. Cancellations will only be accepted within 7 days of signing this contract.
4. I understand my advertisement cannot be cancelled or altered after publication goes to press unless otherwise noted.
5. All advertising copy is subject to approval by THE SOCIETY.
6. The limit of liability for THE SOCIETY's errors is the cost of the advertisement.
7. Applicable GST will be charged on advertising and production costs.
8. This contract is not valid until accepted by THE SOCIETY.
9. All accommodations must be Destination BC approved to advertise in the Comox Valley Vacation Guide and at the Vancouver Island Visitor Centre.

RIGHT TO PUBLISH

1. I do hereby certify that I am authorized to make and execute this contract for advertising on behalf of the Company named below.
2. I am the lawful owner of the materials (image(s), artwork and wording) used in my advertisement and/or have obtained authorization for the use of the materials in my advertisement. THE SOCIETY will not be held responsible for the usage of these materials if the proper authorizations were not obtained. The Customer acknowledges that THE SOCIETY shall at all times be entitled to publish, print, display or distribute the advertisement or a portion thereof, in print, in media or on the Internet, as THE SOCIETY deems necessary for promotional or other purposes.

Company and Legal Name: _____

Contact Name, Email, Phone: _____

Billing Address: _____

☐ Pay by Credit Card: Visa M/C

Number and Expiry: _____

Name on Card: _____

☐ Pay by invoice

PAYMENT SCHEDULE

1. **Credit card number is required to secure bookings.** Payment can be made by cheque, however, a credit card number must be included in the contract.
2. Payments should be made to Comox Valley Record.
3. Interest shall be charged at a rate of 2% per month on all overdue accounts. \$40 fee will be applied to any returned cheques.
4. Credit card or post-dated cheques due with signed contract. A deposit on the total transaction will be required. Non-payment will result in removal of all advertising.

☐ I confirm that my accommodation is currently Destination BC approved. Required ONLY for Vacation Guide and Vancouver Island Visitor Centre purchases (if applicable)

Print Name: _____ Signature: _____

Today's Date: _____