

DEADLINES & SPECS

WINTER 2008/09 CLOSING DATES	ROUGH ART	CAMERA READY ART	PUBLISHING DATE
OCTOBER 13, 2008	OCTOBER 17, 2008	OCTOBER 20, 2008	NOVEMBER 20, 2008
SUMMER 2009 CLOSING DATE	ROUGH ART	CAMERA READY ART	PUBLISHING DATE
MARCH 30, 2009	APRIL 3, 2009	APRIL 6, 2009	MAY 18, 2009
HARD COVER 2009/10 CLOSING DATE	ROUGH ART	CAMERA READY ART	PUBLISHING DATE
APRIL 6, 2009	APRIL 9, 2009	APRIL 10, 2009	MAY 29, 2009

AD SIZES	Visitor's Choice		International Guide	
	WIDTH	DEPTH	WIDTH	DEPTH
Page Trim Size	5.25 = 5 1/4"	8.25 = 8 1/4"	8.125 = 8 1/8"	10.875 = 10 7/8"
Full Page Bleed	5.75 = 5 3/4"	8.75 = 8 3/4"	8.375 = 8 3/8"	11.125 = 11 1/8"
Page Non Bleed	4.375 = 4 3/8"	7.5 = 7 1/2"	7.125 = 7 1/8"	10 = 10"
2/3 Page Vert	2.875 = 2 7/8"	7.5 = 7 1/2"	4.625 = 4 5/8"	10 = 10"
1/2 Page Vert	2.875 = 2 7/8"	5.687 = 5 11/16"	4.625 = 4 5/8"	7.5 = 5 1/2"
1/2 Page Horz	4.375 = 4 3/8"	3.687 = 3 11/16"	7.125 = 7 1/8"	4.875 = 4 7/8"
1/3 Page Vert	1.375 = 1 3/8"	7.5 = 7 1/2"	2.25 = 2 1/4"	10 = 10"
1/3 Page Square	2.875 = 2 7/8"	3.687 = 3 11/16"	4.625 = 4 5/8"	4.875 = 4 7/8"
1/4 Page Vert	2.125 = 2 1/8"	3.687 = 3 11/16"	3.875 = 3 7/8"	4.875 = 4 7/8"
1/4 Page Horz	4.375 = 4 3/8"	1.75 = 1 3/4"	N/A	N/A
1/6 Page Vert	1.375 = 1 3/8"	3.687 = 3 11/16"	2.25 = 2 1/4"	4.875 = 4 7/8"
1/6 Page Horz	2.875 = 2 7/8"	1.75 = 1 3/4"	4.625 = 4 5/8"	2.3125 = 2 5/16"
1/8 Page	2.12 = 2 1/8"	1.75 = 1 3/4"	N/A	N/A
1/8 Page Banner	4.375 = 4 3/8"	0.875 = 7/8"	N/A	N/A
1/12 Page	1.375 = 1 3/8"	1.75 = 1 3/4"	2.25 = 2 1/4"	2.3125 = 2 5/16"

DESKTOP INFORMATION

- We can only accept disks formatted in the **Apple Macintosh** environment on one of the following formatted disks:
CD or DVD disks.
- Ensure TrueType or Type 1 fonts, including both screen and printer fonts are also supplied.
- If you are using the Suitcase application, please make sure any font(s) being copied from your system font folder to the disc are turned off. Also accompany a laser output of your display ad.
- Visitor's Choice uses the following Macintosh applications: QuarkXpress v7, Adobe Illustrator, Adobe Photoshop and Adobe In-Design CS3. Any compression applications used should be a self-extracting type like Stuffit! or WinZip.

CAMERA READY MATERIAL

- **High resolution pdf's with all images and fonts embedded are recommended.**

MARGINS

top = 0.312" , left = 0.375"
bottom = 0.312" , right = 0.375"

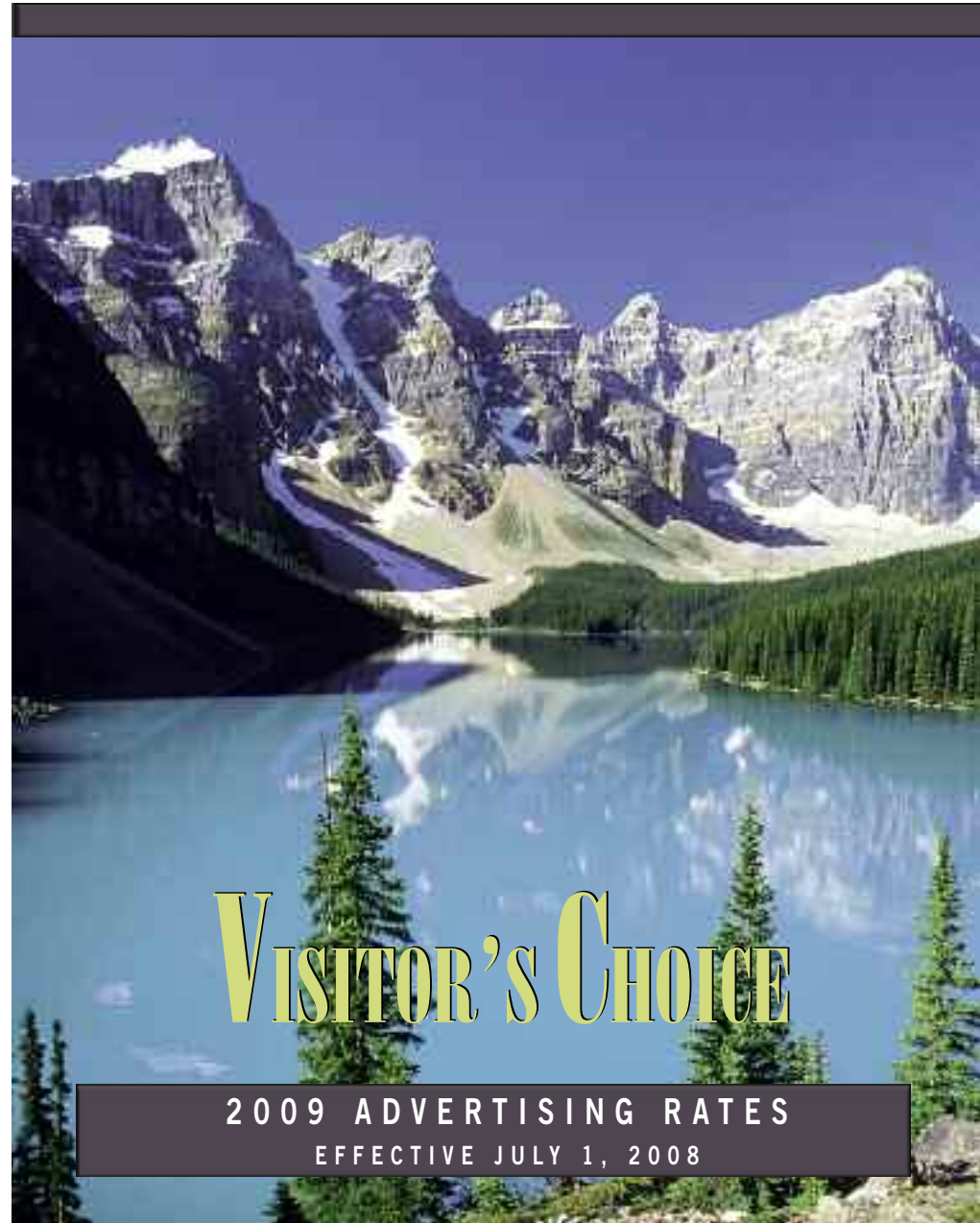
PRINTING

- All graphics and images minimum 300 dpi.
- Printing is done by web offset press
- **Add .25" bleed all the way around your document and do not include crop marks.**
- **Live area is 4.375" X 7.5".**

BANFF OFFICE

mailing address: P.O. Box 3090, Banff, AB T1L 1C7 • street address: 100 Owl Street
tel: (403) 760-3484 • toll free tel: 1-866-760-0200 • fax: (403) 760-2341 • toll free fax: 1-866-760-0201
www.visitors-info.com

BANFF & LAKE LOUISE



VISITOR'S CHOICE

2009 ADVERTISING RATES
EFFECTIVE JULY 1, 2008

A Distribution Network which just keeps working!

All 300,000 copies of *Visitor's Choice* are targeted to the visitors coming to Banff and Lake Louise.
200,000 copies for summer, 100,000 copies for winter.

Our **Banff/Lake Louise** editions of *Visitor's Choice* and *International Guide* are distributed in the following manner:

1 Hotel distribution outlets

Our annual hard cover edition is distributed in over 8,100 hotel rooms in Banff, Lake Louise, Canmore and Kananaskis for one full year.

2 Retailers

Over 120 retailers in Banff and Lake Louise distribute our popular digest editions on a monthly basis to their customers.

3 Restaurants

On a monthly basis, over 50 Banff and Lake Louise restaurants receive copies of our magazine to distribute to visitors of our area.

4 Info Centres in Banff and Lake Louise

Over 30,000 copies of *Visitor's Choice* are supplied to these Information Centres on an annual basis. No other magazine is as widely used by the staff of these centres.

5 Info Centres in Field, Canmore and Calgary

Over 30,000 copies of *Visitor's Choice* are supplied to these high traffic Information Centres which are in close proximity to Banff and Lake Louise.

6 Info Centres and CAA/AAA Offices in Alberta & B.C.

Over 20,000 copies of *Visitor's Choice* are distributed to over 100 of these centres and offices on an annual basis.

7 Attractions

Every single attraction in Banff and Lake Louise receives *Visitor's Choice* which they distribute to their numerous visitors.

8 Car Rental Companies and Tour Companies

Each of these companies receives thousands of copies of *Visitor's Choice* which they, in turn, distribute to their clients.

9 Canmore and Kananaskis Country

The hotels and motels in Canmore and Kananaskis receive copies on a monthly basis as well as retailers, restaurants and attractions in the area.

10 Calgary International Airport

Various Car Rental agencies, Tour Companies and the Airport Info Desk receive copies of our magazines to distribute to visitors whom have planned a visit to Banff and/or Lake Louise.

11 Calgary and Area

Most of the downtown hotels and information centres distribute *Visitor's Choice* to visitors seeking information on Banff and Lake Louise.

12 Special Requests

Over 10,000 copies of *Visitor's Choice* are sent to conference delegates, conventioners, tour companies, organizations and individuals requesting copies of our magazine.

Advertising Rates

(all rates are for full colour advertisements)

2009/10 RATES

	2009 SUMMER EDITION	2008/09 WINTER EDITION	ANNUAL HARD COVER EDITION OF INTERNATIONAL GUIDE	SUMMER AND WINTER EDITION 300,000 COPIES	SUMMER, WINTER AND HARD COVER
SIZE	RATE	RATE	RATE	RATE	RATE
FULL PAGE	\$5,850	\$4,680	\$9,600	\$9,480	\$16,900
2/3 PAGE	\$5,100	\$4,200	\$8,700	\$8,340	\$14,800
1/2 PAGE	\$4,080	\$3,450	\$7,080	\$6,780	\$12,200
1/3 PAGE	\$3,450	\$2,700	\$5,520	\$5,520	\$9,600
1/4 PAGE	\$2,520	\$2,250	\$4,620	\$4,260	\$7,800
1/6 PAGE	\$2,100	\$1,800	\$3,480	\$3,480	\$6,200
1/8 PAGE	\$1,740	\$1,350	\$2,940	\$2,760	\$4,900
1/12 PAGE	\$1,230	\$1,080	\$2,160	\$2,040	\$3,600
DINING PLEASURES	\$3,180	\$2,550	\$5,100	\$5,160	\$9,200
TEXT LISTING	\$450	\$360	N/A	\$720	N/A
LISTING WITH PHOTO	\$810	\$630	\$1,320	\$1,320	\$2,340
ADD COLOUR PHOTO	\$450	\$360	N/A	\$720	N/A
ENHANCED HOTEL LISTING	\$450	\$360	N/A	\$720	N/A
HOTEL LISTING WITH LINK	\$650	\$560	N/A	\$920	N/A
	200,000 COPIES DISTRIBUTED MAY THROUGH TO NOVEMBER	100,000 COPIES DISTRIBUTED NOVEMBER THROUGH TO MAY	ONE YEAR COVERAGE IN OVER 8,100 GUEST ROOMS	300,000 COPIES DISTRIBUTED YEAR ROUND	300,000 COPIES OF VISITOR'S CHOICE PLUS ONE YEAR OF COVERAGE IN INTERNATIONAL GUIDE

*text listing included with the purchase of any display advertisement.

PREFERRED LOCATIONS - ALL 3 EDITIONS

Outside Back Cover	\$23,660
Inside Front & Adjacent Page	\$21,125
Inside Back & Adjacent Page	\$18,590

•All other preferred or requested locations: 10% surcharge on quoted rate

MAP INSERT - 400,000 COPIES IN TOTAL

1/4 Page	\$5,140	300,000 COPIES TO BE INSERTED WITHIN THE SUMMER & WINTER EDITIONS OF VISITOR'S CHOICE AND 100,000 COPIES TO BE DISTRIBUTED AS A STAND ALONE MAP
1/3 Page	\$6,660	
Full Page	\$10,900	
Back Panel	\$13,080	

TERMS OF PAYMENT

50% due upon signing agreement,
25% due upon approval of artwork,
25% due upon publication.

Monthly billing is available with a 10% surcharge. 25% is still due upon signing the agreement with the balance paid in 10 monthly installments starting 1 month prior to publication date.

*Monthly billing is only available on a Pre-Authorized Cheque Plan or Pre-Authorized payments on MasterCard or Visa.

ADVERTISING TRACKING SYSTEM

For \$30 per month, we will arrange for a special phone number to be used in your advertisement. This number is call forwarded to your regular reservation number and then tracks each call made to your company. Computerized monthly

reports are available which will show you the value you receive from advertising within our magazine. This is a perfect tool for restaurants, car rental agencies and other types of businesses which accept reservations.

Advertisers can **DIRECTLY TARGET VISITORS** to Banff & Lake Louise...
within these 100% dedicated Banff & Lake Louise publications ...
specifically designed for the Banff & Lake Louise market...
and with prime locations available for Banff & Lake Louise companies!
**For more information, contact us at (403) 760-3484 Ext. 8
or by email at: igpub@telusplanet.net**