

NORTHERN BRITISH COLUMBIA 2011 TRAVEL GUIDE



Your direct link to guests & residents of Northern BC.

Make sure your business advertises in one of the most visitor requested British Columbia Travel Guides! The Northern British Columbia Travel Guide is the official vacation guide for the Northern BC region.

The 2011 Northern British Columbia Travel Guide is designed to inspire and entice potential visitors. The guide will answer questions potential visitors have about vacationing in Northern BC. The 2011 guide will have stunning photography that will enable the visitor to imagine themselves in Northern BC. Things to see and do will be listed throughout the guide for the region.

The Northern British Columbia Travel Guide is used extensively throughout the tourism industry, both at home and abroad, to attract visitors to the region.



Advertising Sales:

Robin Graham

TF: 1-877-788-1313

C: 250-574-3572

F: 250-377-3580

E: robin.rgstrategies@telus.net

Additional ebook interactive version

The Northern British Columbia Travel Guide will be available in a clickable ebook format available from www.NorthernBCTourism.com With a link from your ad directly to your website!



SUPER, NATURAL
BRITISH COLUMBIA®

CANADA

Booking Deadline:

September 17, 2010

Publishing Date:

December 15, 2010

2011 NORTHERN BC TRAVEL GUIDE

Distribution Program

The Northern British Columbia Travel Guide is the key fulfillment piece for the region. By placing an ad in the 2011 Travel Guide, you are not only buying an ad you are buying into a full marketing campaign!

Ads and "Call to Action" urging potential visitors to go online for their "FREE Northern BC Travel Guide" will be placed in the following:

- Milepost
 - Northword Magazine
 - RV West Magazine
 - Westworld BC Magazine
 - Inside Golf
 - Vandop Art Guide
 - SnoRiders West
 - Riders West
 - BC Magazine
 - BC Outdoors Magazine
 - BC Fishing Regulations
 - www.NorthernBCtourism.com
 - HelloBC.com
- And more...

To ensure advertisers are being exposed to the North American market, in addition to extensive distribution through info centres, and other key visitor locations, our guides are also racked at the following outlets:

- Automobile Associations
- Shopping Malls
- Alaska Marine Highway Ferry System
- Ketchikan Visitor Information Centre
- Hotels / Casino
- Airports
- BC Ferries

Travel Shows

Tourism BC distributes **The Northern British Columbia Travel Guide** directly to potential visitors through their 1-800 HELLO BC line and mail fulfillment services. It is also promoted in international tourism markets through various offices and trade shows. The 2011 Travel Guide is also the main distribution piece for the following travel shows:

- Canada:**
 - BC Home & Garden Show
 - Vancouver Outdoor Adventure Show
 - Edmonton RV Show
- United States:**
 - Quartzite RV Show
 - Florida RV Supershow
 - LA Times Adventures in Travel Expo
- Travel Trade Shows:**
 - Rendez-vous Canada
 - National Tour Association USA
 - Discover BC
 - Johnview Agent Training
 - Canada's West Marketplace
 - ITB Berlin Germany

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The **Northern BC Travel Guide** will be available in PDF format at www.NorthernBCtourism.com

Note: Distribution is subject to change



2011 NORTHERN BC TRAVEL GUIDE

Advertising Insertion Order

Advertising Rates:

1/12 Page	<input type="checkbox"/>	\$ 510
1/8 Page	<input type="checkbox"/>	\$ 864
1/4 Page	<input type="checkbox"/>	\$ 1,413
1/3 Page	<input type="checkbox"/>	\$ 1,943
1/2 Page	<input type="checkbox"/>	\$ 2,473
Full Page	<input type="checkbox"/>	\$ 3,904
Inside Back Cover	<input type="checkbox"/>	\$ 5,391
Back Cover	<input type="checkbox"/>	\$ 5,519
Double Page	<input type="checkbox"/>	\$ 7,805

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NOTE: ¹Additional costs will apply for advertising graphic design services. ²No guaranteed ad placement.

Ad cost	\$ _____	TOTAL	\$ _____
Early Bird Discount -10%	\$ _____		
Subtotal	\$ _____		
+ HST @ 12%	\$ _____		

* Early Bird Discount (10% Off) for all ads booked and paid in full by July 16th, 2010.

Contact Information

Company: _____ Contact: _____
 Address: _____ City: _____
 Postal Code: _____ Telephone: () _____ Fax: () _____
 Email: _____

Form of Payment

- I will forward payment by cheque upon receipt of invoice
- I wish to pay by VISA:

- New advertising copy will be supplied
- Use 2010 Travel Guide ad without changes
- Use 2010 Travel Guide ad with changes
- Graphic design services required

Proofs will not be sent out for ads provided print-ready.

Card No: Expires:

Authorizing Signature: _____ Date: _____

Please retain one copy of this insertion order for your records and forward a duplicate copy by fax to the offices of Northern BC Tourism. The Tourism Partners Program and the 2011 Northern BC Travel Guide is a partnership between Tourism British Columbia and the Northern BC Tourism Association Stakeholders solely administered by Northern BC Tourism.

Deadlines

Booking DeadlineSeptember 17, 2010
 Material DeadlineOctober 6, 2010
Publishing DateDecember 15, 2010

**Please FAX completed insertion orders to
 Robin Graham 250-377-3580**



2011 NORTHERN BC TRAVEL GUIDE

Mechanical Requirements and Specifications



Supply Camera-Ready Advertisements to:

Dustin Bertoli
 Concept Design Ltd.
 Phone: 250-564-1309
 Fax: 250-564-0793
 Email: dustin@conceptdesign.ca
www.conceptdesign.ca

2011 Northern BC Travel Guide Produced By:

Northern BC Tourism Association
 1274 5th Avenue
 Prince George, BC
 V2L 3L2
www.NorthernBCtourism.com

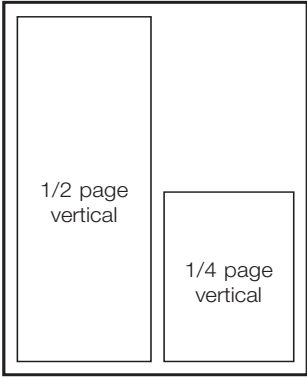
Contact: Clint Fraser
 Strategic Planning and Marketing
 Phone: 250-561-0432 Ext 202
 Fax: 250-561-0450
 Email: clint@NBCtourism.com

Guide layout and design by:
 Concept Design Ltd.

Mechanical Requirements

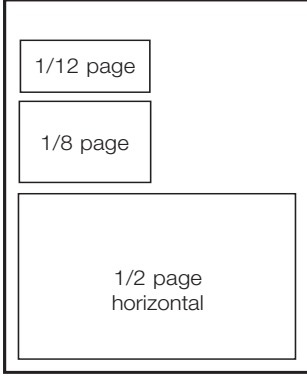
Advertising Size:	Width:	Height:
1/12 Page Horizontal	3.375"	1.5"
1/8 Page Horizontal	3.375"	2.375"
1/4 Page Vertical	3.375"	4.875"
1/3 Page Horizontal	7.0"	3.125"
1/3 Page Vertical	3.375"	6.5"
1/2 Page Vertical	3.375"	9.875"
1/2 Page Horizontal	7.0"	4.875"
Full page (no bleed)	7.0"	9.875"
Full page*	8.0"	10.75"
Back Cover*	8.0"	10.75"
Inside Back Cover*	8.0"	10.75"

*Allow for 1/4-inch bleed on all full pages



Specifications

- Digital Files:**
- MACINTOSH FILES ONLY in CMYK format
 - Adobe InDesign
 - QuarkXpress (4.0 or later)
 (Include supporting files, fonts, artwork & photo images)
 - Adobe Illustrator EPS files (10 or later)
 (Convert all fonts to outlines & embed images)
 - Photoshop TIFF, EPS & JPEG (8 or later)
 (Resolution 300DPI colour & grayscale, 1200 ppi for bitmap)
 - Press-Ready PDF file
 - **NO OTHER FILE FORMATS ACCEPTED**



- Media:**
- FTP site (contact Concept Design for access information)
 - Email (Maximum 10MB) • CD Rom

- Fonts:**
- Must supply Mac compatible fonts in PostScript format
 (NO TrueType fonts accepted)

Extra Charges:
 If camera ready material does not conform to Publisher's mechanical requirements, the advertiser will be billed for any additional costs. Changes to existing ads may be subject to additional charges.

Ad Material:
 All ad material to be supplied to Concept Design Ltd.
 Proofs will not be provided for ads supplied press-ready

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