

TOURISM COWICHAN
2017 ADVERTISING OPPORTUNITIES

THE SKY'S THE LIMIT

COWICHAN
SLOW DOWN. SAVOUR LIFE.

Dear Partner,

Tourism is one of the fastest growing sectors in BC and there is a huge opportunity for Cowichan to grow its share of visitors. To tap into our potential, Tourism Cowichan has developed a bold, clear plan that signals a new era of marketing, enhanced by new resources and partnerships. Our aim is to act quickly and confidently in the market to assure our region's position as one of Vancouver Island's must-see destinations.

We're excited to share with you our updated and significantly expanded program for 2017, as well as the opportunities for you to participate directly. We think there are some great reasons to get involved:

New era. New approach.

We have taken a spirited and magnetic approach to updating the creative platform for our destination brand that showcases what is unique and special about Cowichan — including engaging content, vibrant original imagery and beautiful design.

More funding. Bigger impact.

Thanks to funding from Destination BC and the CVRD, as well as technical support from Tourism Vancouver Island, we've never been better resourced. This means we will have a bigger advertising presence than ever before in 2017.

Better integration. More connected.

Our brand update gives us a highly polished and consistent look across all media platforms — from websites, to guides, to billboards, etc. Also our creative strategy is now aligned with Tourism Vancouver Island and Destination BC. All of this makes us part of the 'big picture' and connects us to the benefits of a much larger, global advertising reach.

Put the power of Tourism Cowichan's all new, bold and fresh marketing campaign to work for you in print, online and in market. Don't miss out! Book your space today!



2017 Cowichan Vacation Guide **PRINT ADVERTISING OPPORTUNITIES**

Tourism Cowichan will print 45,000 copies of a completely redesigned 48-page magazine for rack distribution through BC Ferries, Island and mainland Visitor Information Centres and over 50 hotels and attractions in Victoria. The Guide will also be distributed at events and tradeshow. We'll also mail the Guide out to qualified travellers by request.

And, we will post a flipbook version on our website.

STAKEHOLDER PRICING ONLY:

| AD SIZE | AD RATES | ENHANCED LISTING | PREMIUM LISTING |
|-------------------------------|----------|------------------|-----------------|
| Full page, inside front cover | \$3,450 | | |
| Full page, inside back cover | \$2,895 | | |
| Full page, outside back cover | \$3,800 | | |
| Full page, interior | \$2,700 | | included |
| 1/2 page horizontal | \$1,500 | included | \$120 |
| 1/3 page vertical | \$ 975 | included | \$120 |
| 1/4 page vertical | \$ 850 | included | \$120 |
| 1/8 page horizontal | \$ 600 | included | \$120 |
| Calendar listing | \$ 195 | \$150 | \$240 |

TourismCowichan.com **ONLINE ADVERTISING OPPORTUNITIES**

Be a part of our newly designed website and reach a qualified, target market 365 days a year on every electronic device. With the power of our full marketing effort directing all traffic to the website, we anticipate doubling the number of unique visitors to the site in 2017. In addition to the listing options below, you can also leverage the experience of our creative team through our custom content program.

STAKEHOLDER PRICING ONLY:

| ONLINE LISTING | DESCRIPTION | AD RATES |
|--|---|----------|
| Standard | <ul style="list-style-type: none"> • Business name, address, telephone and URL • Listing can be entered in 1 category • Until January 31, 2017, first 6 months complimentary to registered Stakeholders* | \$ 225 |
| Enhanced | <ul style="list-style-type: none"> • Business name, address, telephone and URL • Listing can be entered in 1 category • Social media icons, with the exception of YouTube, Vimeo | \$ 300 |
| Premium | <ul style="list-style-type: none"> • Includes 350 x 250 px photo or logo, business name, address, telephone and URL plus max, 50 word description • Social media icons, including YouTube, Vimeo • Listing can be entered in unlimited categories that relate to your business | \$ 400 |
| Custom article (includes a Standard listing; maximum of 6 can be sold) | <ul style="list-style-type: none"> • Custom article written by our editors • Posted on it's own page on the website, live for one year • Content will be provided for distribution on company website • Photograhcy and embedded video available for an additional cost (please contact Victoria Graham for further information.) | \$1,250 |

* Offer is valid only for submission received by no later than January 31, 2017. Complimentary standard listing does not include social media links.
Price as of February 1, 2017: \$225

OFFICIAL VISITOR GUIDE

COWICHAN

SLOW DOWN. SAVOUR LIFE.

MAGAZINE SPECIFICATIONS

Trim Size: 8.125" x 10.75"

Bleed: Minimum .125"

Colour: CMYK throughout

Printing: Web offset, coated stock

Binding: Saddle stitch

Creative Services*

As a service to our valued stakeholders, Taiji Brand Group is happy to offer professional design services for the preparation of your ad:

1. New ad builds:

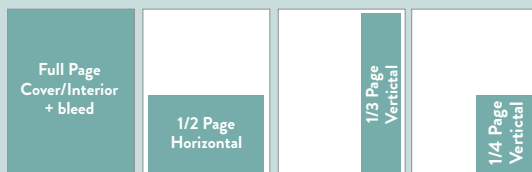
- 1/4 page ad \$ 150
- 1/2 page ad \$ 250
- 1/3 page ad \$300
- Full page ad \$ 350

2. Changes to existing ads (incl resizing): \$ 50 - \$ 100

* Prices based on imagery, copy and logo art being supplied.
Rates do not include photography or stock imagery.

Advertising Sizes

- | | |
|----------------------------|-------------------------|
| • Full Page Cover/Interior | 8.125" x 10.75" + bleed |
| • 1/2 Page Horizontal | 7.375" x 4.875" |
| • 1/3 Page Vertical | 2.5" x 10.25" |
| • 1/4 Page Vertical | 3.6" x 4.875" |
| • Calendar Listing | 2.5" x 2" |



MECHANICAL REQUIREMENTS

The following are guidelines for material supplied to Taiji Brand Group. An extra charge may apply if files do not meet these requirements. A proof of your ad will be generated and sent via email to confirm accuracy.

File Compatibility

Digital material must be supplied to the following specifications:

Programs – Macintosh format only:

- Adobe InDesign® – up to and including CS6 version
- Adobe Illustrator® – up to and including CS6 version
- Adobe Photoshop® – up to and including CS6 version

Artwork:

- Resolution of images must be 300 dpi
- Images or graphic elements must be CMYK process separation

File Formats:

- We accept files in the following formats:
Press-optimized PDF (preferred format),
INDD, AI, EPS, TIFF

Fonts:

- All fonts must be supplied - both printer and screen fonts or converted to outlines
- Only Postscript fonts are supported

DEADLINES:

Sales Close: **January 13, 2017**

Ad Material Deadline: **February 6, 2017**

**TO PLACE AN AD, OR IF YOU HAVE ANY QUESTIONS,
PLEASE CONTACT SHELLEY, VICTORIA OR PATTI:**

Shelley Knott

Executive Director
Tourism Cowichan
250.746.1099
shelley@tourismcowichan.com

Victoria Graham

Visitor Guide Sales
Tourism Cowichan
250.510.5586
vicky@tourismcowichan.com

Patti Copeland

Production Coordinator
Taiji Brand Group
250.483.4143
patti@taiji.ca



FOR MORE INFORMATION VISIT: PROMOTECOWICHAN.COM