

# Official 2012 Vacation Guide/Golf Guide Overrun Advertising Rates



Thompson Okanagan  
Tourism Association

Thompson Okanagan Tourism Association  
2280-D Leckie Road, Kelowna, BC V1X 6G6  
Tel: 250.860.5999  
Fax: 250.860.9993  
Email: [sales@totabc.com](mailto:sales@totabc.com)  
Web: [www.totabc.org](http://www.totabc.org)  
Web: [www.hellobc.com/tota](http://www.hellobc.com/tota)

## 2012 THOMPSON OKANGAN BC VACATION GUIDE

*Be part of the 2012 “Official”  
Vacation Guide for the  
Thompson Okanagan Region*



### NEW ONLINE PROGRAM FOR 2012

- Ebook & IPAD Versions
- Links to your website at [www.thompsonokanagan.com](http://www.thompsonokanagan.com)
- Enhanced Mobile Listing

**CONFIRM YOUR SPACE NOW  
FOR THE 2012 EDITION!**

Booking Deadline: September 15, 2011  
Publishing Date: December 15, 2011

## 2012 THOMPSON OKANGAN VACATION GUIDE

### 2012 THOMPSON OKANGAN VACATION GUIDE

Now more than ever your business should be part of the Thompson Okanagan Vacation Guide.

As our key fulfilment piece your message will be seen in print and online by thousands of potential customers...and with a stronger emphasis on the electronic version(s) of our Vacation guide, visitors will be able to go from **your ad** to **your website**.

*Online the Thompson Okanagan Vacation Guide can be viewed as a Digital Ebook and IPAD interactive version, made available in several locations including:*

- [www.hellobc/tota](http://www.hellobc/tota)
- [www.totabc.org](http://www.totabc.org)
- [www.facebook.com/tota](http://www.facebook.com/tota)
- [Thompsonokanagan.com](http://Thompsonokanagan.com)
- [Thompsonokanagan.com\(mobile\)](http://Thompsonokanagan.com(mobile))



The 2012 Thompson Okanagan Vacation Guide is now more than ever your Direct link to visitors and residents

- Designed to inspire and entice
- Offering answers and information
- Suggesting unique experiences
- Providing maps, routes and corridors
- Continually directing to online with QR codes
- Linking Consumers to your website

***YOUR Electronic Ad  
will link directly to  
your website!***

## 2012 THOMPSON OKANAGAN VACATION GUIDE

### 2012 Distribution Program

The Thompson Okanagan Vacation Guide is used extensively throughout the tourism industry, both at home and abroad, to attract visitors to the region.

By placing an ad in the 2012 Vacation Guide, you are not only buying an ad you are buying into a comprehensive marketing campaign!

### International – distribution

*Representing 20% of the visitors to the region*

- Travel Trade and Media Shows
- Press kits to Media and Visiting Media
- Direct to consumer inquiries
- Read and download online



### North America – distribution

*representing 80% of the visitors to the region*

- 130 Visitor Centres throughout BC
- BCAA offices
- Key tourism locations in Alberta and BC
- BC Ferries
- 3<sup>rd</sup> party racking in Key markets throughout the Pacific Northwest
- Consumer Shows in BC, Alberta, Ontario, Los Angeles, Florida and Arizona
- Festivals and Events attended by TOTA
- Travel Trade and Media Shows
- Press kits to Media and Visiting Media
- Direct to consumer inquiries
- Read and download online

**110,000** print copies of the Vacation Guide and an additional **75,000** print copies of the Golf Guide inserted into.....

- Westjet Up Magazine
- Pacific Northwest Golfer
- Avenue Magazine
- Ebook / IPAD Book

# YOUR MESSAGE WILL REACH YOUR CUSTOMER 4 WAYS

## 1: PRINT

The Thompson Okanagan Vacation Guide...

- 110,000 print copies produced
- Distributed Trade and Consumer shows
- Distributed through 130 Visitor Centres throughout the province
- Rack by Certified Folders in the Pacific Northwest BC/Alberta and BC Ferries
- The Official Guide used by the Ministry of Jobs, Tourism and Innovation to promote the Thompson Okanagan Region.
- Available through to order or download at HelloBC.com, TOTAbc.org and new for 2012 Thompsonokanagan.com .

## 3: VIRTUAL GUIDE – IPAD VERSION

- Virtual / ebook can be read on line or a copy downloaded for print
- Designed to adjust to IPAD Format
- Link from your advertisement to your website
- Quick and easy reference tool
- Virtual guide/Ipad link can be viewed at
  - Hellobc.org/tota
  - Totabc.org
  - Facebook/Travel TOTA
  - Thompsonokanagan.com (new 2012)
  - Thompsonokanagan.com mobile site (new 2012)
- Environmentally Friendly



## 2: ONLINE

### New for 2012

- The 2012 Vacation Guide is moving online using the ThompsonOkanagan.com landing page and increased exposure on our Facebook Fan Page
- Available on [www.thompsonokanagan.com](http://www.thompsonokanagan.com) advertisers will have directory listings to linked to their website
- The Vacation Guide be available on our Facebook Fan Page and advertisers will be added onto our Facebook Favourite Places Page

## 4: MOBILE GUIDE

- Includes regular Mobile listing with your business name, address, telephone and directional map PLUS
- Enhanced copy and links to your website
- E-book available from the Mobile guide site

# 2012 THOMPSON OKANAGAN VACATION GUIDE

## Golf Guide Insert / Overrun Advertising Rates:

- **Inserted in Vacation Guide**
- **PLUS Additional 75,000 copies produced**

|  |            |
|--|------------|
| Double page  | \$6,900.00 |
| Full page  | \$3,900.00 |
| ½ page   | \$2,700.00 |
| Golf Guide Back Cover  | \$3,900.00 |
| Golf Guide Back Cover & Full Page Ad in Vacation Guide         | \$5,900.00 |
| Golf Guide Inside Back Cover                                   | \$3,500.00 |
| Golf Guide Inside Back Cover & Full Page Ad in Vacation Guide  | \$5,500.00 |
| Golf Guide Inside Front Cover                                  | \$3,500.00 |
| Golf Guide Inside Front Cover & Full Page Ad in Vacation Guide | \$5,500.00 |



## Vacation Guide Advertising Rates:

|             |            |
|-------------|------------|
| Double Page | \$4,600.00 |
| Full Page   | \$2,900.00 |
| 1/2 Page    | \$2,100.00 |
| 1/3 Page    | \$1,750.00 |
| 1/4 Page    | \$1,550.00 |
| 1/6 Page    | \$1,250.00 |
| 1/9 Page    | \$ 900.00  |
| 1/12 Page   | \$ 650.00  |

## RV Listing Advertising Rates:

\$ 195.00

## Map Sponsor Logo:

\$2,400.00



## Directory Listing Advertising Rates:

2 line ad listing:

Complimentary with display ad

4 line ad listing:

Travel guide \$ 350.00

Golf guide \$ 450.00

1/3 display:

Travel guide \$1,750.00

Golf guide \$1,950.00

1/6 display:

Travel guide \$1,250.00

Golf guide \$1,650.00

1/12 display:

Travel guide \$ 650.00

Golf guide \$1,050.00

Price includes Vacation Guide, Print, Ebook, IPAD versions, Silver Listing in the Mobile Guide and Directory Listing on the ThompsonOkanagan.com landing page

Please retain one copy of the Insertion Contract for your records and forward a duplicate copy by fax to the offices of Thompson Okanagan Tourism. The Tourism Partners Program and the 2011 Thompson Okanagan Vacation Guide is a partnership between Tourism British Columbia and Thompson Okanagan Tourism Association Stakeholders solely administered by Thompson Okanagan Tourism Association.

# THOMPSON OKANAGAN 2012 VACATION GUIDE

Booking Deadline .....September 15, 2011  
Material Deadline .....October 5, 2011  
Publishing Date .....December 15, 2011

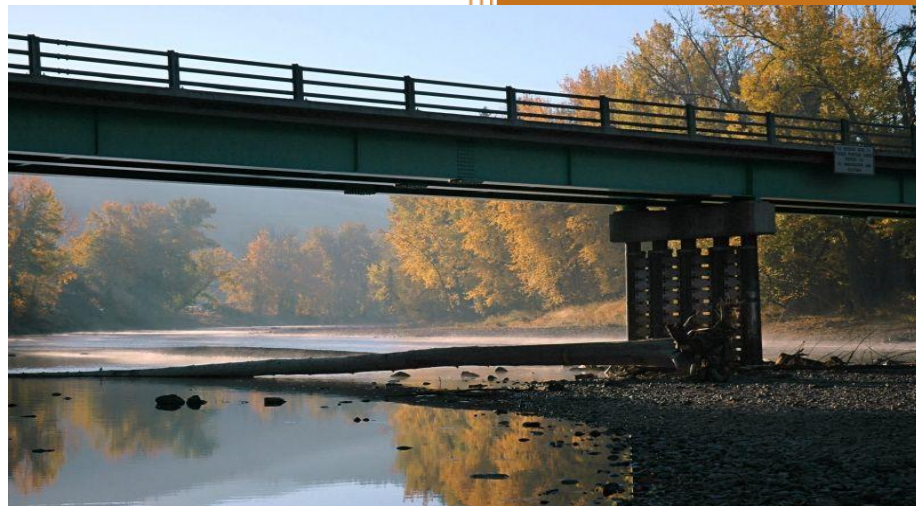
## **Advertising Sales:**

Meaghan Caruana

Thompson Okanagan Tourism

Call: 250-860-5999 ext. 203

E: [sales@totabc.com](mailto:sales@totabc.com)





Thompson Okanagan  
Tourism Association

## TOTA 2012 VACATION GUIDE

### PRICE LIST

fees and HST included

| SUPPLIED ADS   |                          | STAKEHOLDER PRICE                   |
|--|--------------------------|-------------------------------------|
| Inside Front Cover Ad                                      |                          | n/a                                 |
| Inside Back Cover Ad                                       |                          | <b>SOLD</b>                         |
| Back Cover Ad  |                          | <b>SOLD</b>                         |
| Double Page Ad   |                          | \$4,600                             |
| Full Page Ad   |                          | \$2,900                             |
| 1/2 Page Ad  |                          | \$2,100                             |
| 1/3 Vertical Ad  |                          | \$1,750                             |
| 1/4 Ad   |                          | \$1,550                             |
| 1/6 Ad   |                          | \$1,250                             |
| 1/9 Ad   |                          | \$900                               |
| 1/12 Ad  |                          | \$650                               |
| RV GUIDE LISTING   |                          | STAKEHOLDER PRICE                   |
| Max 15 line listing  |                          | \$195                               |
| GOLF SECTOR & OVERRUN – formatted profiles and supplied ad |                          | GOLF SECTOR PRICE                   |
| Golf Sector: Double Page Ad                                |                          | \$6,900                             |
| Golf Sector: Full Page Ad                                  |                          | \$3,900                             |
| Golf Sector: 1/2 Page Ad                                   |                          | \$2,700                             |
|  | <b>Golf Overrun Only</b> | <b>with Full Pg ad in Vac Guide</b> |
| Golf Overrun: Back cover Ad                                | \$3,900                  | \$5,900                             |
| Golf Overrun: Inside Front cover Ad                        | \$3,500                  | \$5,500                             |
| Golf Overrun: Inside Back cover Ad                         | \$3,500                  | \$5,500                             |
| TRAVEL OR GOLF DIRECTORY AD                                | TRAVEL DIRECTORY PRICE   | GOLF DIRECTORY PRICE                |
| 2 line Ad listing - travel directory only                  | free with supplied ad    | n/a                                 |
| 4 line Ad listing - travel or golf                         | \$350                    | \$450                               |
| 1/3 Directory Display Ad                                   | \$1,750                  | \$1,950                             |
| 1/6 Directory Display Ad                                   | \$1,250                  | \$1,650                             |
| 1/12 Directory Display Ad                                  | \$650                    | \$1,050                             |
| FOLD OUT MAP   |                          |                                     |
| Map Sponsor  |                          | \$2,400                             |

#### NOTES:

Additional costs will apply for advertising graphic design services

No guaranteed ad placement