

DEADLINES & SPECS

CLOSING DATE	ROUGH ART	CAMERA READY ART	PUBLISHING DATE
APRIL 10, 2009	APRIL 14, 2009	APRIL 17, 2009	MAY 8, 2009

All artwork and design is handled by *Visitor's Choice* and the cost is included within the advertising rates.

Visitor's Choice guarantees the quality of all artwork which must be approved by the advertiser.

Your sales representative will work with you during the proofing process.

AD SIZES	WIDTH	DEPTH
Page Trim Size	5.25 = 5 1/4"	8.25 = 8 1/4"
Full Page Bleed	5.75 = 5 3/4"	8.75 = 8 3/4"
Page Non Bleed	4.375 = 4 3/8"	7.5 = 7 1/2"
2/3 Page Vert	2.875 = 2 7/8"	7.5 = 7 1/2"
1/2 Page Vert	2.875 = 2 7/8"	5.687 = 5 11/16"
1/2 Page Horz	4.375 = 4 3/8"	3.687 = 3 11/16"
1/3 Page Vert	1.375 = 1 3/8"	7.5 = 7 1/2"
1/3 Page Square	2.875 = 2 7/8"	3.687 = 3 11/16"
1/4 Page Vert	2.125 = 2 1/8"	3.687 = 3 11/16"
1/4 Page Horz	4.375 = 4 3/8"	1.75 = 1 3/4"
1/6 Page Vert	1.375 = 1 3/8"	3.687 = 3 11/16"
1/6 Page Horz	2.875 = 2 7/8"	1.75 = 1 3/4"
1/8 Page	2.12 = 2 1/8"	1.75 = 1 3/4"
1/8 Page Banner	4.375 = 4 3/8"	0.875 = 7/8"
1/12 Page	1.375 = 1 3/8"	1.75 = 1 3/4"

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

JASPER



VISITOR'S CHOICE

2009 ADVERTISING RATES
EFFECTIVE JUNE 1, 2008

Target your message directly to the visitors of Jasper

by advertising within this dedicated Jasper Magazine!

175,000 copies to be distributed
over an entire year!

A DISTRIBUTION NETWORK WHICH JUST KEEPS WORKING!

In total, there are between 200 and 300 distribution points in our area where you will find Visitor's Choice.

Distribution Points

* Most Hotels and Motels have our magazine available either in their guest rooms or are available at the front desk of their property.

* Most of the information Centres in our area give away numerous copies of our magazine to people visiting our area.

* Many of our retailers and our restaurants give away copies of Visitor's Choice over the year to their patrons.

* There are numerous Attractions, Activity based Companies, Car Rental Agencies and Tour Companies, who distribute Visitor's Choice to their clients.

Between 20,000 and 30,000 copies of Visitor's Choice are distributed to Information Centres and CAA/AMA Offices throughout Alberta and B.C.

New Features for 2009

First of all, our existing edition already contains the most extensive amount of editorial content in comparison to any other visitor magazine.

We as a company are continuously striving to improve upon each subsequent edition we publish. **For 2009, the following new features or changes will be implemented.**

* A two page feature titled "Fit for a Chef" where Chef's have the opportunity to outline their favourite places to dine or for specific items or reasons.

* A three page feature titled "A Taste of Jasper" where we will feature five separate distinct recipes from our area's best or favourite restaurants.

* A one to two page feature titled "Hunting for Treasures". This will highlight where to find gifts, fashions, apparel, jewellery and a wide variety of other products and services.

* Our new "Pull Out Map Insert" will again be incorporated for 2009. This is a very popular map!

This map insert will not only go into our magazine, but another 50,000 copies will be printed as a stand-alone piece. The rates for this are shown on the opposite panel.

Format Improvements for 2009

Although costly to produce, we will again be using a PERFECT BOUND format for each of our 2009 edition. The connotation of doing this is pure quality. The format encourages more visitors to take our magazine home as a souvenir or for future reference.

Advertising Rates

(all rates are for full colour advertisements)

SIZE	ANNUAL RATE	PREFERRED LOCATIONS (FULL PAGE ADS)	
Full Page	\$5,700	Outside Back Cover	\$7,800
2/3 Page	\$4,800	Inside Front Cover & Adjacent Page	\$6,900
1/2 Page	\$4,080	Inside Back Cover & Adjacent Page	\$6,360
1/3 Page	\$3,120	All other Prime locations	\$6,120
1/4 Page	\$2,430		
1/6 Page	\$1,800		
1/8 Page	\$1,560		
1/12 Page	\$1,260		
Dining Pleasures	\$2,940		
Text Listing *	\$450		
Text Listing with Photo	\$750		
Add Colour Photo to listing	\$450		
Regular Accom listing	\$250		
Extended Accom listing *	\$450		
Extended Accom listing with Link	\$650		

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 March 15, 2009 and ending December 15, 2009.

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

**text listing or extended accommodation listing is included with the purchase of any display advertisement.*

SPECIAL NEW MAP INSERT

SIZE	ANNUAL RATE
1/4 Page	\$2,750
Full Page	\$6,600
Back Panel of Map	\$7,800

Please take note that a total of 225,000 copies of this map will be printed. 175,000 will appear within Visitor's Choice and a further 50,000 copies will be a stand-alone map.

PHONE MONITORING LINE

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 Jasper...
within this 100% dedicated Jasper magazine...
specifically designed for the Jasper market...
and with prime locations available for Jasper companies!

**For more information, contact us at 1-866-760-0200
or phone Hâf Baillie at (780) 931-6480**