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150,000

80-page Visitors' Guides printed

UNIQUE

well organized + comprehensive

PRIMARY

tourist information piece handed out by Kelowna Visitor Centres

ONLINE

26,000 online page views

Feature Advertising

ENHANCE YOUR VISIBILITY with this easy-to-use and comprehensive Official Visitors' Guide. Over 150,000 copies are distributed at Visitor Centres and hundreds of points throughout the Central Okanagan, British Columbia, Alberta, and beyond. They are also mailed to those with pre-trip travel inquiries and downloaded from our website. That's a lot of potential customers for a reasonable cost. The Visitors' Guide's extensive distribution program includes:

- DOWNTOWN KELOWNA VISITOR CENTRE → 20,000+ VISITOR INQUIRIES
- KELOWNA INTERNATIONAL AIRPORT (YLW) → 1.7 MILLION PASSENGERS ANNUALLY
- KELOWNA HOTELS, ATTRACTIONS, BUSINESSES
- VISITOR CENTRES THROUGHOUT BRITISH COLUMBIA, ALBERTA, AND WASHINGTON

More Information

The Tourism Kelowna Official 2018 Visitors' Guide is used to fulfill all travel inquiries received by Tourism Kelowna. It showcases our destination with extensive category listings, appealing design, captivating photography, maps, tips, and other valuable visitor resources.

DISTRIBUTION PERCENTAGES

- 40% local distribution through hotels, attractions, restaurants, and retail outlets
- 35% fulfillment to direct inquiries through website, phone, email, and Kelowna Visitor Centres
- 6% trade shows, direct sales, local conferences, and event delegates
- 14% BC Visitor Centres and BC Ferries
- 5% Alberta Visitor Centres and Alberta Motor Association

More Value

The complete Visitors' Guide is also available online where visitors can quickly view, zoom, print individual pages, or download the entire publication.

[Click here to explore the current Tourism Kelowna Official Visitors' Guide](#)

BOOK TODAY

SECURE YOUR ADVERTISING SPACE by completing the attached pdf contract and submitting it to Tourism Kelowna

For more information, contact *Laura Gibbs, Advertising Sales*
250-469-3029 | lgibbs@tourismkelowna.com

Advertiser	Contact
Address	Tel
City/Prov	Email
Postal Code	

ADVERTISING RATES

AD SIZE	AD DIMENSION	BUSINESSES WITHIN THE CENTRAL OKANAGAN	BUSINESSES BEYOND THE CENTRAL OKANAGAN
Inside Back Cover (bleed)*	6" x 10-3/4" (trim size)	\$5,170	\$5,600
Full Page Ad (bleed)*	6" x 10-3/4" (trim size)	\$4,120	\$4,535
Full Page Supplied Ad (no bleed)	5-3/8" x 10-1/4"	\$3,860	\$4,255
1/2 Page Supplied Ad – Horizontal	5-3/8" x 4-7/8"	\$2,870	\$3,160
1/4 Page Ad – Vertical	2-5/8" x 4-7/8"	\$2,095	\$2,315
<i>Two photos, logo, and 60-word descriptor to be submitted by advertiser</i>			
1/6 Page Ad – Vertical	2-5/8" x 3-1/4"	\$1,270	\$1,400
<i>One photo, logo, and 40-word descriptor to be submitted by advertiser</i>			

*Bleed ad material submitted by advertiser requires 1/8" of bleed added to all sides.




"Within the Central Okanagan" includes businesses located between Peachland and Lake Country.

"Beyond the Central Okanagan" includes businesses located in the North and South Okanagan regions.

All prices subject to GST.

PAYMENT

AMOUNT OWED: FEE(S) x 5% (gst) = PAYMENT METHOD: CHEQUE CREDIT CARD

CREDIT CARD:    NAME ON CARD CARD NO

EXPIRY: MONTH EXPIRY: YEAR

DEADLINES Ad space: October 31, 2017 | Artwork + Materials: November 6, 2017

TERMS & CONDITIONS

- **payment is due at the time of booking**
- if artwork is not supplied camera ready (where applicable), extra charges will apply
- Tourism Kelowna reserves the right to refuse any advertising placement

← I agree to these terms and conditions Signature (digital)

Date Signature by hand _____

To book your space or enquire about advertising bookings or specifications,
contact Laura Gibbs – lgibbs@tourismkelowna.com | 250-469-3029