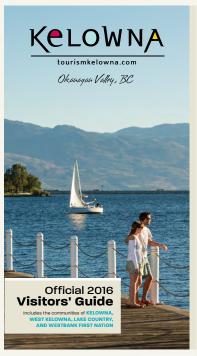


# Tourism Kelowna Official 2017 Visitors' Guide



CLICK TO VIEW

#### 175,000

84-page Visitors' Guides printed

#### **UNIQUE**

well organized + comprehensive

### **PRIMARY**

tourist information piece handed out by Kelowna Visitor Centres

#### **ONLINE**

22,500 online page views

#### **Feature Advertising**

**ENHANCE YOUR VISIBILITY** with this easy-to-use and comprehensive Official Visitors' Guide. Over 175,000 copies are distributed at Visitor Centres and hundreds of points throughout the Central Okanagan, British Columbia, and Alberta. 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  $\rightarrow$  20,000+ VISITOR INQUIRIES KELOWNA INTERNATIONAL AIRPORT (YLW)  $\rightarrow$  1.6 MILLION PASSENGERS ANNUALLY KELOWNA HOTELS, ATTRACTIONS, BUSINESSES

VISITOR CENTRES THROUGHOUT BRITISH COLUMBIA, ALBERTA, AND WASHINGTON

#### **More Information**

The Tourism Kelowna Official 2017 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**

**40%** local distribution through hotels, attractions, restaurants, retail outlets, and resident homes

**34%** fulfillment to direct inquiries through website, phone, email, and Kelowna Visitor Centres

14% trade shows, direct sales, local conferences, and event delegates

6% BC Visitor Centres and BC Ferries

6% 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



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

For more information, please contact *Laura Gibbs*, *Advertising Sales* tel: 250-469-3029 | Igibbs@tourismkelowna.com



## Advertising Agreement | Official 2017 Visitors' Guide

Advertiser		Contact	
Address		Tel	
		Email	
City/Prov		Lillali	
Postal Code			
ADVERTISING RATES		WITHIN CENTRAL	BEYOND CENTRAL
AD SIZE	AD DIMENSION	OKANAGAN	OKANAGAN**
Inside Back Cover (bleed)*	6" x 10-3/4" (trim size)	\$4,425	\$4,870
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"	□ \$3,86o	\$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
Two photos, logo, and 60-word descriptor to be	submitted by advertiser		_
1/6 Page Ad – Vertical	2-5/8" x 3-1/4"	1,270	\$1,400
One photo, logo, and 40-word descriptor to be	submitted by advertiser		
*Bleed ad material submitted by advertiser	requires 1/8" of bleed added to all sic	des.	
"Within Central Okanagan" includes busine	sses located between Peachland and	Lake Country. "Beyond Central Okanagan"	'includes businesses located
in the north and south Okanagan regions.  All prices subject to GST.			
All prices subject to doi.			
PAYMENT			
AMOUNT OWED: FEE(S)	5% (gst) 1.05 = 0	PAYMENT METHOD: CHEC	QUE CREDIT CARD
CREDIT CARD: VISA	NAME ON CARD	CARD NO	
	EXPIRY: MONTH	EXPIRY: YEAR	
<b>DEADLINES</b> Ad space: October 31, 2	o16   Artwork + Materials: Nov	ember 7, 2016	
TERMS & CONDITIONS			
ightarrow payment is due at the time of boo	oking		
→ if artwork is not supplied camera	• • • • • • • • • • • • • • • • • • • •		
→ Tourism Kelowna reserves the righ	t to refuse any advertising place	ment	
← I agree to these terms and con	ditions		
Date	Signatur	re	

Print, scan and return completed form to accounting@tourismkelowna.com Questions? Email shauna@tourismkelowna.com