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## 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 → 20,000+ VISITOR INQUIRIES

KELOWNA INTERNATIONAL AIRPORT (YLW) → 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.

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

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# BOOK TODAY

**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 | [lgibbs@tourismkelowna.com](mailto:lgibbs@tourismkelowna.com)

Advertiser	<input type="text"/>	Contact	<input type="text"/>
Address	<input type="text"/>	Tel	<input type="text"/>
City/Prov	<input type="text"/>	Email	<input type="text"/>
Postal Code	<input type="text"/>		

**ADVERTISING RATES**

AD SIZE	AD DIMENSION	WITHIN CENTRAL OKANAGAN	BEYOND CENTRAL OKANAGAN**
Inside Back Cover (bleed)*	6" x 10-3/4" (trim size)	<input type="checkbox"/> \$4,425	<input type="checkbox"/> \$4,870
Full Page Ad (bleed)*	6" x 10-3/4" (trim size)	<input type="checkbox"/> \$4,120	<input type="checkbox"/> \$4,535
Full Page Supplied Ad (no bleed)	5-3/8" x 10-1/4"	<input type="checkbox"/> \$3,860	<input type="checkbox"/> \$4,255
1/2 Page Supplied Ad – Horizontal	5-3/8" x 4-7/8"	<input type="checkbox"/> \$2,870	<input type="checkbox"/> \$3,160
1/4 Page Ad – Vertical	2-5/8" x 4-7/8"	<input type="checkbox"/> \$2,095	<input type="checkbox"/> \$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"	<input type="checkbox"/> 1,270	<input type="checkbox"/> \$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 Central Okanagan" includes businesses located between Peachland and Lake Country. "Beyond 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) 1.05 =  PAYMENT METHOD: CHEQUE  CREDIT CARD

CREDIT CARD:       NAME ON CARD  CARD NO

EXPIRY: MONTH  EXPIRY: YEAR

**DEADLINES** Ad space: October 31, 2016 | Artwork + Materials: November 7, 2016

**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

Date  Signature \_\_\_\_\_