

May 2010

Cariboo Chilcotin Coast Tourism Association

ANNUAL MARKETING OPPORTUNITIES - Summary

As a tool in helping you plan and budget *your* marketing activities for the year ahead, I am pleased to present the CCCTA's marketing plans being offered to our valued stakeholders. This summary is designed to help you select the options that are most suitable for your business' target needs. You will continue to receive "marketing opportunity emails" presenting select offerings that become available during the year. This summary gives you an idea of what is planned and **currently available**. **Please remember the following specially discounted options through BC's Tourism Partners Program require the participation of only 2 stakeholders to bring them to fruition.** I will continue to investigate new *value opportunities* that promote "new visitation" and "stay-cation" potential to our region. **May I suggest** you select your preferred choices and inform me ahead of time, so that we may assist you in your annual marketing cycle. Please do not hesitate to contact me for more info on any offering.

2011 Cariboo Chilcotin Coast –Regional Travel Guide (Annual)

Every year, a very popular annual regional travel and tourism guide. A 'must' to be included into this annual guide of all things CCC region.

- From only \$240.00 Participation Deadline: Aug.31/2010 Publishes: Nov.2010

2011 Cariboo Chilcotin Coast – Regional Map Pads (Annual)

Extremely popular CCC Region Map; People love maps and travelers want them. They're the first to go at every consumer/trade show!

- From only \$300.00 Participation Deadline: November 15th/2010
Publishes: January 2011

Multi-Media Multi-Region Campaign (Black Press, Web and Vista Radio)

*** Initial Venture *** *Excellent value "packaging" that stakeholders have been asking for!*

- From only \$351.50 p/month Participation Deadline: TBD
Publishes/Airs: TBD (potentially Fall 2010, or early spring 2011)

"Locals Know" Campaign – Canwest & CTC Partnership (Newspaper)

*Canwest and Canadian Tourism Commission present a **National Tourism Editorial Feature** which will be published in select premium Canwest newspapers across Canada; providing seriously reduced/subsidized rates and great opportunity for mass exposure.*

- From only \$275.63 Participation Deadline: May 7th Publishes: June 12, 2010

Gold Rush Trail Travel Planner (2 Year)

Very popular publication of a few years ago returns, better than ever!

- From only \$332.50 Participation Deadline: TBA Publishes: TBA

SOAR Pacific Coastal Airlines In-Flight Magazine (6 Issues p/year)

Target incoming passengers (WL, Bella Coola, Bella Bella, Anahim Lake) to benefit your business now, and encourage their visitation with family and friends again in the future! Publishes: April/June/Aug/Oct/Dec/Feb (also website click-thru to your site)

- From only \$483.00 Participation Deadline: one month prior to publishing date

Central Mountain Air; In-Flight Magazine (6 Issues p/year)

** Initial Venture *Target incoming passengers (Quesnel & WL) to benefit your business now, and encourage their visitation with family and friends again in the future!*

Publishes: 6 issues per year.

- From only \$TBA Participation Deadline: one month prior to publishing date

BC Magazine (4 Issues p/year) Publishes: Spring/Summer/Fall/Winter

One of the most sought after, high-gloss publications showcasing stunning British Columbia scenery and editorial. Globally popular world class magazine!

- From only \$705.00 Participation Deadline: one month prior to publishing

RV West Magazine and Website (6 Issues p/year)

Rv'rs love this magazine and helps pre-plan their trip.

- From only \$532.70 Participation Deadline: one month prior to publishing

Publishes: Jan/Mar/May/July/Sept/Nov

SHAW Community TV – 15 second Ads; Multi Regions Offered (Monthly)

Initial March 2010 campaign a success in a variety of 'out of region' markets! Sure to be popular long-term with fantastic pricing and value.

- From only \$165.38 monthly (Ongoing; as per stakeholder buy-in)

Weather Network 'Online' - Web; Big Banner, Skyscraper, Small Banner options

Initial February/March (Olympic Months) campaigns generated impressive URL numbers. Great option to target increasingly mobile consumers.

- From only \$385.00 monthly (Ongoing; as per stakeholder buy-in)

VUE Weekly (Edmonton's 'Free' Weekly Newspaper)

** Initial Venture *Great value, great looking paper, targeting an ever increasing northern Alberta traveler to our region.*

- From only \$875.00 for three issue package (Ongoing: as per buy-in)

Rogers Media "RV Road Trip" (Star-FM / Country 107.1 – Radio & Blog)

** Initial Venture* Fraser Valley radio personalities head out on an RV Road trip around BC for one week in May, promoting "summer vacations in our own backyard".*

- From only \$1050.00 (Once p/year) Participation Deadline: March 2011

Van Dop Arts & Cultural Guide - Magazine & Web (14th Annual)

BC's premier arts and culture publication that continues its commitment to heighten the awareness and uniqueness of arts & culture in our region.

- From only \$210.00 Participation Deadline: March 31/2011 Publishes: April 2011

Angler's Atlas.com – Web (Monthly Campaigns)

- From only \$70.00 Participation Deadline: 1 month prior to each campaign

Angling BC.com – Web (ongoing web/ monthly)

- From only \$350.00 Participation Deadline: ongoing monthly

The Milepost Magazine (Annual)

The bible of North Country travel through BC to Alaska, and beyond!

- From only \$925.00 Participation Deadline: September 17th/2010

Publishes: March 2011

BC Outdoors Fishing Adventures – Print & Web

- From only \$225.00 Web, \$455.00 Print Participation Deadline: one month prior to publishing Publishes: April/June/Aug/Oct/Dec/Feb

BC Freshwater Fishing Regulations – (2 Year)

- From only \$390.00 Participation Deadline: Dec. 2010 Publishes: Feb. 2011

BC Hunting Regulations

The CCCTA proudly continues our partnered marketing opportunity with the very popular BC Freshwater Fishing Regulations 2010-2011. This publication has exceptional circulation, with 200,000 copies. “Partnered Ad space” is limited.

- From only \$390.00 Participation Deadline: May 14/2010

Go Camping BC – Provincial Parks Visitors' Guide (Publication & Web)

BC's essential guide for all BC outdoor enthusiasts who like to plan their camping, vacation and adventure possibilities. (185,000 circulation)

Participation Deadline: October/2010 Publishes: January 2011

- From only \$225.00 printed guide, and web.

SnoRiders West Magazine and Website (Tri-Annually)

Western Canada's premier snowmobiler and ATV'r magazine.

- From only \$348.60 Participation Deadline: one month prior to publishing

Canadian Cowboy Country Magazine & Website (6 Issues p/year)

*** Initial Venture*** *Showcasing everything 'cowboy' and guest ranching of the west.*

- From only \$408.50 Participation Deadline: one month prior

Publishes: April/June/Aug/Oct/Dec/Feb

Outdoor Advertising - Pattison; Billboard and/or Transit Shelter

*** Initial Venture*** *Stakeholders can be visible in front of thousands of mass transit passengers and rubber tire consumers in varying regions around BC, encouraging visitation to our CCC region.*

- From only \$443.00 Minimum 8 week Campaigns Available

Participation Deadline: one month prior

CCC Region 'Meetings & Conventions Guide' (Fall 2010/Winter 2011)

*** Initial Venture*** B2B – Great tool for operators and consumers looking to book smaller, intimate meetings and corporate retreats in the CCC region.

➤ **TBA**

POTENTIAL MARKETING OPPORTUNITIES - the following **may** be available, based on product timing and stakeholder interest. Please contact us for more info.

West Coast Escapes TV (Summer 2010) This is a brand new series FROM ONE OF THE MOST RESPECTED NAMES IN TV, It is the vision of John Lovelace, the veteran of over 400 TV episodes. Broadcasters experienced with John's previous TV series Wings Over Canada immediately responded to a show that will capture the HD beauty of British Columbia. This is a high budget show fanning into every corner of BC to capture its true life stories and hidden escapes. It's new, it's innovative and it's possibly the best thing to come out of BC in the legacy of Vancouver 2010. Each episode of the series will reach 60 major markets in the USA and Canada.

- From only \$875.00 Participation: for more info, contact Brad

Web-Based Marketing & Social Media (Ongoing)

The CCCTA will continue to investigate new and innovative marketing opportunities via select websites (banner/box/skyscraper) and social media opportunities (Facebook, Youtube, Twitter, etc.) Note: if you have web advertising ideas and/or suggestions that you feel CCCTA should investigate, please let us know.

Direct Mail Campaign (Spring 2011)

BC FERRIES (Spring 2011)

➤ *Details TBA for both of these campaigns*

TOURISM BC PUBLICATIONS

Tourism BC – Vacation Planner

- From only \$1004.50 Participation Deadline: Sept.2010 Publishes: Mar.2011

Tourism BC – Outdoor Adventure Guide

- From only \$535.00 Participation Deadline: Sept.2010 Publishes: Jan.2011

Planned Consumer and Trade Shows

Take your product on the road and promote what you have to offer. We can help by providing booth support (flying banners, other signage, collateral, etc.) and financial support. **Please contact us for show calendar information**

Link to CCCTA Marketing Opportunities

http://www.landwithoutlimits.com/Travel_Industry/Marketing_Opportunities

Note: (if you do not find one of these specific offerings above, then media kit and pricing confirmation is TBA. Please contact Brad McGuire for more details)