



Canwest

LOCALS
KNOW.ca

Get great Canadian travel deals.





In partnership, Canwest Publishing and the Canadian Tourism Commission will deliver this national feature on travel this summer. Highlighting the best kept secrets that only "Locals Know", this editorial feature will focus on the breadth of tourism experiences available across Canada.

Canwest Publishing vous annonce son partenariat avec la Commission canadienne du tourisme, dans le cadre duquel les deux organismes publieront un cahier spécial sur les voyages cet été. Des articles de fond qui mettront en valeur les meilleurs « secrets d'ici » et la richesse des expériences touristiques offertes à travers le Canada.

To reserve advertising space or for further information, please contact / Pour réserver votre espace publicitaire ou pour de plus amples renseignements, communiquez avec : **Canwest Representative or/ou John Jackson: jrjackson@canwest.com**
1450 Don Mills Road, Toronto, ON, M3B 2X7, Tel: 416-383-2300
Montréal: 1-800-363-6765 • Vancouver: 1-800-663-4669

**PUBLISHING DATE/
DATE DE PUBLICATION :**
Saturday, June 12, 2010
Le samedi 12 juin 2010

**BOOKING DEADLINES/
ÉCHÉANCES POUR
LES RÉSERVATIONS :**
Space / Espace publicitaire:
April 30, 2010 / le 30 avril 2010
Material / Matériel:
May 7, 2010 / le 7 mai 2010

**CANWEST PUBLICATIONS/
PUBLICATIONS DE CANWEST**
Vancouver Sun
Calgary Herald
Edmonton Journal
National Post (national edition / édition nationale)
Ottawa Citizen
Montreal Gazette

CTC SUBSIDIZED RATES / TARIFS RÉDUITS DE LA CCT

PUBLICATION	FULL PAGE/PAGE ENTIÈRE	1/2 PAGE	1/4 PAGE	1/8 PAGE
NATIONAL POST	\$14,460.94	\$7,230.47	\$3,615.24	\$1,807.62
VANCOUVER SUN	\$10,500.00	\$5,250.00	\$2,625.00	\$1,312.50
EDMONTON JOURNAL	\$7,840.00	\$3,920.00	\$1,960.00	\$980.00
CALGARY HERALD	\$6,300.00	\$3,150.00	\$1,575.00	\$787.50
OTTAWA CITIZEN	\$8,610.00	\$4,305.00	\$2,152.50	\$1,076.25
MONTREAL GAZETTE	\$7,500.00	\$3,750.00	\$1,875.00	\$937.50

* Net rates, full colour



**SECRET
d'ICI.ca**

Forfaits exceptionnels au Canada.



“Locals Know Campaign” (Canwest) - Purchase Agreement

Display Advertising - Ad Sizes and Rates
 (Your ads placed *within* Full Color Cariboo Chilcotin Coast Region Ad)

CALGARY HERALD ONLY

<u>CCCTA Ad Size</u>	<u>CCCTA Gross</u>	<u>Stakeholders Sharing</u>	<u>Stakeholders Rates</u>
1/2 Page	\$2205.00	Based on 3 sharing	\$735.00 each
1/4 Page	\$1102.50	Based on 2 sharing	\$551.25 each
1/8 Page	\$551.25	Based on 2 sharing	\$275.63 each

Space Deadline: April 30, 2010 **Materials Deadline:** May 7, 2010 **Publication:** June 12, 2010

Advertising Purchase Agreement

Company Name: _____

Order Date: _____ Issue: _____

Ad Size: _____

Ad Cost: \$ _____

Add GST @ 5%: \$ _____

TOTAL COST: \$ _____

Method of Payment: Visa Mastercard

Card #: _____ Expiry Date: _____ / _____

Name on Card: _____

Mailing Address: _____

City: _____ Postal Code: _____

Website: _____

Phone #: _____ E-Mail: _____

1-800 #: _____ Fax #: _____

Signature: _____

Title: _____

Print Name: _____

Please fax this signed agreement to: 250-392-2838

“Locals Know Campaign” (Canwest) - Purchase Agreement

Display Advertising - Ad Sizes and Rates
 (Your ads placed within Full Color Cariboo Chilcotin Coast Region Ad)

VANCOUVER SUN ONLY

<u>CCCTA Ad Size</u>	<u>CCCTA Gross</u>	<u>Stakeholders Sharing</u>	<u>Stakeholders Rates</u>
1/2 Page	\$3675.00	Based on 3 sharing	\$1225.00 each
1/4 Page	\$1837.50	Based on 2 sharing	\$918.75 each
1/8 Page	\$918.75	Based on 2 sharing	\$459.38 each

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