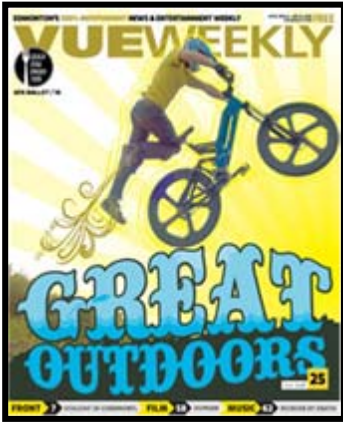


# Cariboo Chilcotin Coast Tourism Association

## Marketing Opportunity

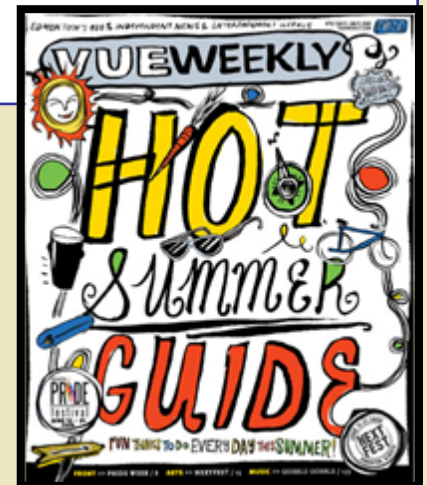
### “VUE WEEKLY” Edmonton’s ‘free’ Newspaper

Edmonton’s *VUE WEEKLY* produces some of the best news, opinion, arts, culture, and tourism related content in the greater Edmonton area. But, in spring and summer, *VUE Weekly* produces a once a month adventure section that has established itself as one of the foremost outdoor features in Western Canada.



### Special Adventure Series Package

**GREAT OUTDOORS – April 22<sup>nd</sup>**  
**ADVENTURE – May 13<sup>th</sup>**  
**HOT SUMMER GUIDE – June 2<sup>nd</sup>**



### Great Timing !

**April – June, 2010**

**Readers are planning holidays!**

- These special feature issues are “**Timed Perfectly**”, as many readers are looking for vacation options for their summer holidays!

### Circulation

- 26,000 issues (weekly): free distribution in up to 1,200 Greater Edmonton locations frequented by well educated, higher than average income earners, and those seeking adventurous lifestyles. (*entertainment venues, restaurants, nightclubs, libraries, coffee houses, music stores, retail outlets, food/liquor outlets, etc.*)

### Readership

- 112,750 per issue.
- *VUE* Readers read each issue an average of three times and spend an average of 50 minutes on each issue.

### Key Target Market – Edmonton & North Central Alberta

- A significant, emerging region of potential rubber-tire traffic tourists and adventure seekers who may plan to visit and stay within our region.

### Participation Requirements & Info

- **Purchase all three issues** at one fantastic complete package price!
- **3 Issue Package targets** key Spring and early Summer vacation planning season!
- **Only 3 Participants available** to the first three who commit.
- **No design/production costs!** You will work directly with the *VUE Weekly* Creative Team to create your perfect ad.

The **CARIBOO CHILCOTIN COAST** Delivers.  
**ADVENTURES OF A LIFETIME. Everyday.**

# Cariboo Chilcotin Coast Tourism Association

“Vue Weekly” magazine – Multiple Adventure and Tourism Issues

## THREE ISSUE DEAL

April-May-June

Ad Size	Stakeholder Rate	Retail Rate
3.25" wide by 6" tall	\$875 Three issues for only \$291.66 each	\$2175 Three issues for \$725 each

**ONLY 3 SPACES AVAILABLE**

## “Special Feature” Ads - No Design or Production Costs !!

- Ads include editorial, images, logo and contact information
- **There are no design or production costs** as you will work directly with the Creative Team at *Vue Weekly*
- Together, you will create a “special feature” ad bringing attention to your tourism product and special offerings that may change with each issue

**Deadlines**

**Space Booking: March 30<sup>th</sup>**

## Advertising Purchase Agreement

Company Name: \_\_\_\_\_

Order Date: \_\_\_\_\_

Description of Ad Purchase: \_\_\_\_\_

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 780.426.2889**