

EXPERIENCE

The Mountain Parks

Experience the Mountain Parks is a user-friendly, full-colour magazine. The focus of our editorial is on the seven mountain national parks that are located in Alberta and British Columbia. Banff, Jasper, Waterton, Yoho, the Kootenays, Mount Revelstoke and Glacier are all located within this region. UNESCO has designated a large portion of this land mass as a World Heritage Site. Visitors often come just to see the snow-capped rugged mountains and wildlife. Our vision is to help them discover and appreciate the geological formations, flora, fauna, attractions, history and mountain culture which is unique to this area.

However, we do not limit our editorial coverage to the national parks. We include several adjacent provincial parks and recreation areas such as Wells Gray, Willmore, Mount Robson, Garibaldi, Purcell, Mount Assiniboine, Monashee, Tweedsmuir and Kananaskis Country.

Some readers need to know how to get to the mountain parks, so we provide important information about gateway communities such as Calgary, Edmonton and Vancouver, and the highway corridors connecting them to the parks.

Readers enjoy the comfort and value of this publication, so they keep it as their companion and refer to it regularly to help them enjoy a

Our goals are to lure people to the mountains and encourage them to linger within the region by engaging them in a rich mountain park experience.

more authentic & natural experience. And because Experience the Mountain Parks contains a healthy balance of helpful editorial, compelling images, and lots of maps, you can be certain that your marketing message will be found and read by our readers!



Experience the Mountain Parks will be read by an estimated one million visitors to Western Canada. Your sponsorship of this guide reflects your desire to balance business excellence with good stewardship of the parks.

Several advertising opportunities are available; something for every budget. Ask us about our DMO special. We provide Destination Marketing Organizations with matching supportive editorial (receive a 2-page spread for the price of a full page ad). Many DMOs further leverage their media buy with partner dollars from their Regional Marketing Organization!

Be sure to include Experience the Mountain Parks in your marketing strategy for 2012-2013!

The Cariboo Chilcotin Coast section will feature:

150 Anniversary of the Cariboo Gold Rush Trail
The Freedom Highway
Tweedsmuir Provincial Park

Surf up experiencemountainparks.ca and ask Brad about a web ad for CCCTA Partners!

Ad Sales Close February 24, 2012. Artwork by March 1. Street Date April 15, 2012

Contact Bob Harris for Information and Bookings

Tel: 403-259-8290, Toll Free 888-861-2601

Bob@experiencemountainparks.com, Fax 403-259-3365

Suggested Editorial for 2012

Studies show that women make 80% of the buying decisions today, so we prepare our editorial to appeal to women, especially those in the 30-60 age range. Our cover was specifically designed to catch their attention. The clean look of our layout is appealing. The large maps are easy to read. The images are compelling, but women really love our stories!

Every year we run at least one feature story about a woman and the contributions she made to the development of our rich mountain culture. Last year, Ward Cameron wrote about Lady Agnes Macdonald and her remarkable "cowcatcher experience". In prior years you've read about Phyllis Munday, Isabel Coursier, Annie Staple, Charlotte Small, and Mary Schäffer. We have yet to decide upon the woman about whom we will write in our next edition, but rest assured we will select an excellent story to share.

What else can you expect in our 2012 edition?

In 2009, "When Coal Was King" was our lead story. In 2010, we wrote about the lives of the First Nations People. In 2011, our readers learned about the fossils and dinosaurs that have been found in the region. In 2012, as our lead story will be about the historic trails that have been used in the area first by Aboriginal people, then by fur traders and settlers, and we'll learn of their significance today.

Other stories being considered include:

- The Legacy of the David Thompson Bicentennial
- Golfing the Mountain Parks
- Water Fun in the Mountains
- 70th Anniversary of the Alaska Highway
- 150th Anniversary of the City of Victoria
- Running Trails & Events
- 150th Anniversary of the Gold Rush Trail

And we will continue to have:

- Welcome Letters from Government Officials
- Reader Contests
- Smart Phone Tags to allow our readers to seamlessly transition to the web for more information!

*Very few visitors parachute into the parks!
Most travellers drive into the mountains.*

2012 Distribution

2012 Distribution Projections:

Canmore, Banff & Lake Louise 60,000
Alberta Visitor Info Centres 40,000
Edmonton & Red Deer 40,000
Calgary & Area 40,000
Jasper, Valemount & Hinton 30,000
Kananaskis, Cochrane & Bragg Creek 6,000
Alberta Other 10,000
AMA, AAA, BCAA, CAA 8,000
RV Campgrounds, Dealers & Rentals 6,000
BC Gateway & Community Info Centres 40,000
BC Kootenays & Okanagan 50,000
BC Lower Mainland 25,000
BC Other 10,000
Globe and Mail (BC to Manitoba) 35,000

During 2011 we utilized the services of:

- The Globe & Mail and GoBrochures.com
- The Gateway Visitor Centres in BC
- The Travel Alberta Visitor Centres
- Jasper Courier throughout central Alberta & BC
- Kelly Schultz: Hwy #1 from Calgary to Golden
- Dale Schultz: throughout southern BC & Alberta
- Tourism Calgary, Banff Lake Louise Tourism
- Chinook Country Tourist Association & AMA

400,000 copies of this souvenir
guide will be circulated commencing
April 15th, 2012.

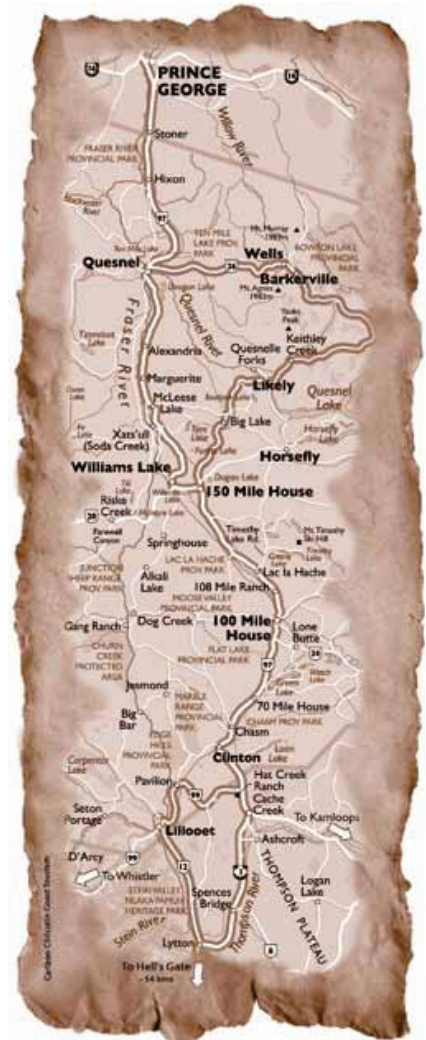
Our staff personally delivered copies of the 2011 edition to hotels, motels, RV campgrounds, RV & car rental companies, tourist attractions, our advertisers, and community visitor information centres across the entire region.

Discover BC's Gold Rush Past



Photo Credit: Thomas Drascanskis

Are you ready for a trip through time?



BC's Gold Rush History is alive!

Discover BC's historic Gold Rush past on a fabulous journey along the historic Gold Rush Trail in the Cariboo Chilcotin Coast region of British Columbia. From Hope and Lillooet in the south, to Barkerville in the north, you will journey through unique geological landscapes, past historic buildings, and travel sections of the original Cariboo Wagon Road used by thousands of pioneers during the 1860's. These hardy souls changed the face of the province, as roads and bridges were built, stores and mills opened and ranches founded, all of which helped in opening up the interior of beautiful British Columbia to the world.

On August 17th, 1862, prospector Billy Barker found a major gold deposit at Williams Creek in the northern Cariboo. News of the strike spread like wildfire and hordes of fortune seekers from across North America and overseas flocked to this remote and pristine wilderness. The wood-planked town of Barkerville sprang up almost overnight near the creek and the "rush" was on! By 1865, a wagon road connected the southern regions with the goldfields and Barkerville's population grew to over 10,000 and at the time, was the largest community west of Chicago and north of San Francisco! Today,

Barkerville is a Canadian National Heritage Site, the largest found in Western North America, and is truly a "treasure of British Columbia". Barkerville's restaurants, accommodations, campgrounds and activities will provide you with a genuinely comfortable stay.



The **CARIBOO CHILCOTIN COAST** Delivers Gold Rush Trail Adventures & Experiences Everyday!



Page 2 of the Gold Rush Trail Section as it appeared in 2011 Edition of Experience the Mountain Parks



Photo Credit: Thomas Drasdauskis

Many years later in the 1930's, in the Southern Chilcotin Mountains, another gold rush followed. The Bralorne-Pioneer Mine near Gold Bridge would become the richest gold claim in Canada. Today, adventurers can visit this and other mines in the region or retrace the route once travelled by mule trains, oxen carts and stagecoaches from Lillooet in the south and north toward Barkerville along the historic Gold Rush Trail. Along the way, you will visit many modern-day communities with historical connections to the past, as some began as road houses where travelers could overnight and stagecoaches water and feed their horse teams.



Hell's Gate Airtram
 Located in the scenic Fraser Canyon.
hellsgateairtram.com
 (604) 867-9277


Gold Rush Trail Highlights

- Explore Lillooet's First Nations History on a guided tour
- Journey through the famed Fraser Canyon
- Stop at Historic Hat Creek Ranch near Cache Creek
- Visit Clinton's Red Brick Building and nearby Chasm Provincial Park
- Fish, swim or boat in hundreds of scenic lakes along Hwy 24, "The Fishing Highway"
- See one of the last surviving stagecoaches - 100 Mile House
- Visit Quesnelle Forks, a hauntingly beautiful ghost town
- Williams Lake - a "hub" for outdoor adventure activities and home of the famous Williams Lake Stampede
- Get a groove on in Wells, a funky little artsy town in the Cariboo Mountains near Bowron Lakes Provincial Park.
- Enjoy a breathtaking Jet Boat journey
- Quesnel exudes a diverse cultural history
- Family camping vacations and Golfing.

Scan this QR Code to learn more about these and other regional highlights



Gold Rush Trail



**Unlimited Adventure
Endless Possibilities**

TYAX
WILDERNESS RESORT

Toll Free North America
1 877 918 TYAX (8929)
t: 250 238 2221
e: info@tyax.com
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Wells: more than just a pretty façade!




Arts, History & Adventure in the Cariboo Goldfields
 1-877-451-9355 www.wellsbc.com


BARKERVILLE
HISTORIC TOWN

When Billy Barker "struck pay" on Williams Creek in 1862, British Columbia's gold rush town was born. Today, the Cariboo Gold Rush is in full swing and Barkerville is still teeming with fortune seekers from all over the world.

EXPLORE • LEARN • PLAY • SHOP • EAT • SLEEP



1-888-994-3332
www.barkerville.ca



Barkerville welcomes visitors from mid May to late September.

www.CaribooVacations.com



**"From Paddle to Saddle"
"Kick Back Cariboo Style"**



Watch Lake * 70 Mile House * Green Lake
We've Got All Your Vacation Needs - Year Round!

The **CARIBOO CHILCOTIN COAST** Delivers
Gold Rush Trail Adventures & Experiences Everyday!



Cariboo
Chilcotin Coast
REGION



Experience the Mountain Parks (2012-13 Edition) Purchase Agreement

Ad Sales Deadline: February 24, 2012
 Artwork Due: March 01, 2012
 Street Date: April 15, 2012
 Print Run: 400,000 copies



DISPLAY ADVERTISING – AD SIZES & RATES – BC Tourism Partners Program
(Your ad placed into a Full Page, Full Colour Cariboo Chilcotin Coast Region Ad)

Please indicate (X) the size you'd like to reserve in the first column on the left below

	<u>Ad Size</u>	<u>Dimensions (w x h)</u>	<u>Gross</u>	<u>Savings</u>	<u>CCCTA Stakeholder Rates</u>
	1/4 Page	5.27" x 3.43"	\$3,000.00	\$900.00	\$2,100.00
	1/8 Page	2.55" x 3.43"	\$1,500.00	\$450.00	\$1,050.00
	1/16 Page	2.55" x 1.63"	\$750.00	\$225.00	\$525.00

Method of Payment: _____ Visa _____ Mastercard
 Card #: _____
 Name on Card: _____
 Expiry Date: ____/____; Verification Code _____

Ad Cost: _____
 12% HST: _____
 Total: _____

Business Name: _____
 Address: _____
 City/Postal: _____ / _____ Date: _____
 Name: _____ Signature: _____
 Phone: _____ Fax: _____
 Email: _____

Please return this agreement to Bob Harris - Fax: 403-259-3365; E: Bob@ExperienceMountainParks.com
 YOU WILL BE INVOICED BY CARIBOO CHILCOTIN COAST TOURISM. BY SIGNING YOU AGREE TO THE PAYMENT TERMS

Page Views: ExperienceMountainParks.ca

Our companion web site was relaunched in the fall of 2009. Since that date, we have uploaded more than 220 video clips, 2,000 images and dozens of stories. The statistics below detail the traffic to our site during the first 29 months after it was relaunched.

Month	2009	2010	2011
January		62,089	128,768
February		53,287	132,642
March		27,840	147,884
April		80,648	173,366
May		65,592	152,844
June		86,011	145,371
July		106,636	131,266
August		108,969	107,789
September	2,202	110,505	136,526
October	20,488	113,642	109,474
November	31,303	96,747	104,403
December	50,316	198,147	101,472
Totals	104,309	1,110,113	1,571,805



Traffic to the site continues to increase. Page views during 2011 were up 41% over 2010.

We are pleased to announce that we are now accepting advertising requests for our web site. Now is the time to reserve your space for 2012!

Tourism Valemount and Tourism Wells Gray have each booked space on our web site, already. We would encourage the Cariboo Chilcotin Coast industry partners to talk with Brad at the CCCTA Office asap to express your interest in and support for this kind of marketing initiative for your region. Your CCCTA ad could appear across the entire site, or just within specific sections/pages.

For more information, please contact Brad McGuire (250) 392.2226 or by email to brad@landwithoutlimits.com.