

Cariboo Chilcotin Coast Tourism Association

Marketing Opportunity



CARIBOO
CHILCOTIN
COAST
Tourism Association

Cariboo
Chilcotin Coast
REGION



SUPER, NATURAL
BRITISH COLUMBIA®
CANADA

Invite travellers to **YOUR** destination, with the power of **VUE Weekly**

“VUE WEEKLY” Edmonton’s ‘free’ Newspaper

Edmonton’s **VUE WEEKLY** process some of the best news, opinions, arts, culture and tourism related content in the great 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 19

ADVENTURE - May 17

HOT SUMMER GUIDE - June 7



*Leader board on VueWeekly.com from April 19 to June 6 and Cariboo Chilcotin Coast Tourism landing page + links from April 19 to Labour day

Great Timing!

April - Sept 2012

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

Circulation

- 25,000 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.*)
- Hot Summer Guide 35,000 circulation

Readership

- 108,000 per issue.
- *VUE* readers read each issue an average of three times and spend an average of 50 minutes on each issue
- Hot Summer Guide is kept all summer

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.
- **Plus a primary position CCCTA landing page on vueweekly.com**
- **No design/production costs!** You will work directly with the **VUE Weekly Creative Team** to create your perfect ad.

Cariboo Chilcotin Coast Tourism Association

“Vue Weekly” magazine – Multiple Adventure and Tourism Issues

Only 3 CCCTA Stakeholder Participants available...first three who commit!

THREE ISSUE DEAL

April-May-June

Ad Size	Stakeholder Rate	Retail Rate
Option #1: 8" x 5.1" (2 avail.) Option #2 2.66" x 8.6"	\$1400 for 3 print + full web penetration	\$3400 for full retail value
<small>*Plus major web presence for 6 months</small>		

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 10, 2012

Advertising Purchase Agreement

Company Name: _____

Order Date: _____

Description of Ad Purchase: _____

Ad Cost: \$ _____

Add HST @ 12%: \$ _____

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 Rob at 780.426.2889



Vacation adventures from sunrise to sunset in the *Cariboo Chilcotin Coast*.
We're closer than you think!


The *CARIBOO CHILCOTIN COAST* Region Delivers...
Adventures of a Lifetime, Everyday

Photo: Eric Berger



SAMPLE AD
2.5 X 8.9

SAMPLE AD



5.1 X 4.4



Sample Ad
5.1 x 4.4



For travel information on BC's Cariboo Chilcotin Coast Region, and to order your free Travel Guide

www.landwithoutlimits.com

1-800-663-5885