

MOUNT WASHINGTON OFFICIAL 2009/2010 VISITORS' GUIDE



Advertising Space Deadline: June 1, 2009 • Ad Material Deadline: June 8, 2009

Mount Washington Introduces Visitors' Guide!

Mount Washington Alpine Resort is one of the main visitor attractions on Vancouver Island and in the Comox Valley. And now there is a publication designed to showcase all the mountain has to offer, and to celebrate and share in the excitement of the 2010 Olympics!

The official **Mount Washington Visitors' Guide**, a full color glossy magazine, will feature captivating images and enticing copy that illustrates our unique coastal alpine location, world-class facilities and on-mountain accommodation choices.

The guide will clearly illustrate that not only does Mount Washington boast some of the deepest all-natural snow in Canada, but you can ski, surf, golf, kayak and fish on the same day! And in the summer the mountain trails are transformed to offer some of the best mountain biking in Canada. Our unique island mountain and coastal alpine environment offers spectacular summer hiking, pristine alpine meadows, glacier fed lakes and easy access to all the recreational activities, culinary and cultural delights the area has to offer.

In addition to highlighting accommodation and facilities on the mountain, the guide will feature all the surrounding region has to offer, including its cosmopolitan choice of shops, restaurants, theatres, museums, galleries, cultural history and other attractions.

Don't miss the opportunity to feature your business and reach the 500,000+ year round visitors to Mount Washington, the Olympic teams and their families who will be with us next year and the targeted markets the **Mount Washington Visitors' Guide** will reach.

Tourism



**mount
Washington**

Circulation: 25,000 printed copies, PLUS online interactive electronic version with links to advertisers' websites, available at www.discovermountwashington.com and www.mountwashington.ca

Published: August/September 2009

Distribution: Visitor Centres on Vancouver Island and at key gateways to British Columbia.

Mount Washington Alpine Resort, Comox Airport, Campbell River Airport, Nanaimo Airport, Victoria Airport, Vancouver International Airport and Calgary International Airport.

Adventure activity centres and participating advertisers' businesses.

International and Canada-wide consumer and travel show distribution, including the London, England Metro Ski & Snowboard Show.

Tourism Vancouver Island Distribution Program

Book your space today! For more information please contact:

Nancy Newsom Advertising Sales

Phone: 250.897.9447 or 250.337.2128 • Email: visitorguide@shaw.ca

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Tourism Mount Washington
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2009/2010 VISITORS' GUIDE Rates & Specifications

Circulation: 25,000 plus interactive electronic guide
Trim Size: 8.375" x 10.75"
Bleed: Minimum .125"
Color: CMYK
Binding: Saddle Stitched

DISPLAY AD SIZES: (in inches, width x height)

Size/Position	Live Area	Bleed
Back Cover	7.375 x 9.75*	8.625 x 11
Inside Covers	7.375 x 9.75*	8.625 x 11
Full Page	7.375 x 9.75*	8.625 x 11
2/3 Page	4.75 x 9.75	*Trim size for full page ads is 8.375 x 10.75". All critical information must be kept within the live area listed above.
1/2 Page	7.375 x 4.75	
1/3 Page	4.75 x 4.75	
1/6 Page v	2.25 x 4.75	
1/6 Page h	4.75 x 2.25	
1/12 Page	2.25 x 2.25	

ACCOMMODATION GRID LISTING:

Includes phone and/or website/email. See listing form below.

E-GUIDE SPECIAL:

Add a video clip link directly from your ad on our E-guide: \$200

ADVERTISING RATES: (GST additional)

Size/Position	Rate	TMW Member Rate
Back Cover	\$2100	\$1800 (\$300 saving)
Inside Covers	\$1900	\$1650 (\$250 saving)
Full Page	\$1750	\$1505 (\$245 saving)
2/3 Page	\$1300	\$1066 (\$234 saving)
1/2 Page	\$1000	\$800 (\$200 saving)
1/3 Page	\$800	\$620 (\$180 saving)
1/6 Page h/v	\$400	\$325 (\$75 saving)
1/12 Page	\$250	\$190 (\$60 saving)
Accommodation Listing	\$125	\$75 (\$50 saving)

Ad design and production included in above rates.

MECHANICAL SPECIFICATIONS:

Digital files must be supplied to the following specifications. Image resolution must be 300dpi at 100% size. All images and content must be in CMYK color space.

ACCEPTABLE FORMATS:

PDF: Hi resolution format only; fonts MUST be converted to outlines.

Illustrator: Save as EPS; fonts MUST be converted to outlines.

InDesign: Fonts must be converted to outlines; embed all images.

PhotoShop TIFF/PSD: 300 dpi/CMYK.

SUPPLYING AD MATERIALS

Ad files 8 MB and under can be emailed to infocusdesign@telus.net; contact us for ftp information for larger files.



Phone 250.337.2128

infocusdesign@telus.net / infocusdesign.ca
6480 Tsolum River Rd., Courtenay V9J 1P1

ACCOMMODATION GRID LISTING - SUBMISSION FORM

Name and # of Unit: _____

Contact Tel: _____

Email OR Website: _____

Accommodation Type: (Check one)

Chalet Condo Townhouse Suite Apartment

Location: (Check one and circle street)

- Alpine Village:** Washington Way • Glacier View Close • Jutland Terrace
Castle Crag Crescent, • Clinton Wood Court • Albert Edward Place
Strata Way • Meadow Lane • Alexandra Avenue
- Drive to Accommodations:** Alpine Way • Henry Road • Fosters Place
Beaufort Heights • Cruikshank Ridge • Newtons Wynde • Nordic Road

Ski In: YES NO

Ski Out: YES NO

Drive To: YES NO

Max # of Guests: _____

of Bedrooms: _____

of Bathrooms: _____

Living Room: YES NO

Kitchen: YES NO

Hot Tub: YES NO

Sauna: YES NO

Wheelchair Friendly: YES NO

Pet Friendly: YES NO

Summer Rates from: _____

Winter Rates from: _____