



Advertising Rates

CITY AND ADVENTURE PASSPORT SERIES

RETAIL INFORMATION PACKAGE 2007/2008 EDITIONS

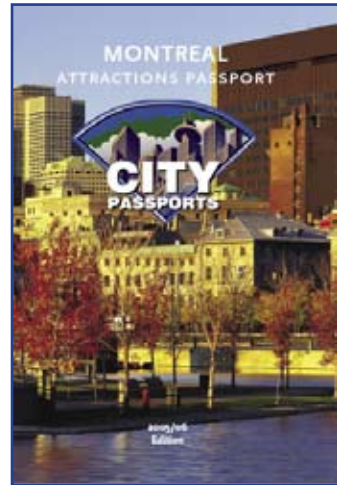
www.citypassports.com



The award-winning **CITY PASSPORT mini guide series** has become firmly established as a great reference to top Canadian cities. Written by local historians, journalists, and updated each year, these guides are packed with the history and culture of the destination, combined with \$1,000.00 in incentive travel offers from our suppliers. Visitors learn about the the destination, explore the best places to visit, and receive unparalleled value, all with a unique insider's perspective.

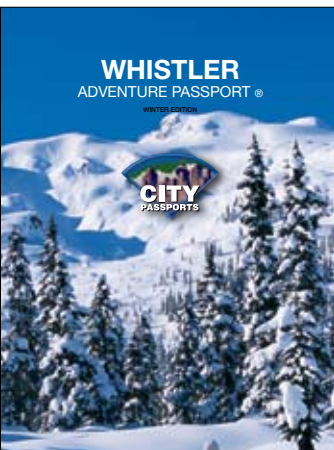
CITY PASSPORTS is a tourism company producing a Mini Guidebook exclusively, and provided to many of the top tour operators, receptives, travel agencies, meeting planners, conference organizers, and internet travel companies inbound to Canada. Our readers are visitors from around the world that have been provided a City Passport from their tour operator or travel agent. We are one of the only direct to consumer travel guides in the tourism industry, therefore we are able to guarantee exposure of your product directly to the visitor/tourist.

Our City Passport brand guarantees complete and credible Guides, with editorial provided by travel industry professionals. Our Mini Guides include tremendous value added at 40 of the top attractions in each city, appealing to an expanding market of experiential, affluent, cosmopolitan travellers, whose high disposable incomes are readily spent on shopping, eating, drinking, and the arts and entertainment options that each of our cities have to offer.



FORMAT

City Passport mini Guidebooks contain over 100 pages, perfect bound and fully indexed, in a highly portable paperback book format. All guides are printed in full colour throughout, and facilities



are excellent for advertisements placed against relevant editorial sections. Advertisers are listed in an Advertisers' Index, by category and page reference.

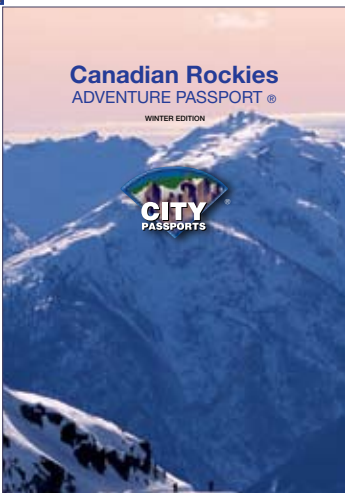
DISTRIBUTION

With the exception of Whistler, and Banff, which are published bi-annually, our City Passport guides are valid for an entire year. With distribution of the City Passport directly to the visitor by his/her travel provider, we have an exclusive market you can access.

Sales per title are projected on past performance, and secured accounts are between 2,000 to 10,000 copies per city, with readership in excess of 125,000 nationally. The guides are produced in English, and other languages such as French, and Japanese for specific destinations, and clients.

EDITORIAL CONTENT

Written by local experts, City Passport guides provide readers with strong background information, as well as up-to-date facts on leisure and entertainment. They are readable, witty and critical, and packed with colour photographs. We also include a 3D fold-out, easy-to-use map, in our Western Canada editions.



Editorial: Essential background information including the history, & culture of the destination.

Sightseeing: A review of major attractions, museums and the arts, including lesser-known sights that other guides rarely cover.

Eat, Drink, Dance: Includes hundreds of dollars in offers from a broad range of restaurants, bars and night spots.

Arts & Entertainment: All aspects of culture for the visitor: Comedy, Dance, Galleries, Music, Nightlife, Sport and Theatre.

Adventure: Explore the great outdoors!!! Day trips and must do's including river rafting, whale watching, biking, hiking, kayaking, boating, fishing.

Directory: A handy resource section including: info on getting around, currency exchange emergency contacts, and other valuable information.

SPONSORSHIP OPPORTUNITIES

Global brands can reinforce their image to an international audience through an intimate involvement with City Passport editions.

Opportunities include:

Map section sponsorship

Brands can increase their exposure with logo placement or an ad on the back of each of our 3-D walking maps for Vancouver, Victoria, Whistler, Banff

Editorial sponsorship

Our editorial is impartial, and not influenced by advertisers or sponsors, but we can offer placement of factual information in sections of the Guidebook. This would be presented in a striking editorial box, including logo placement and advertisement space within the section.

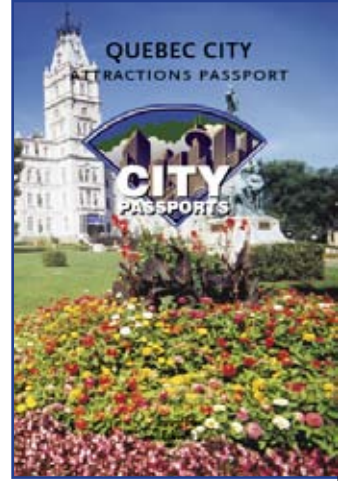
Special sales

Global brands can supply City Passport guides to clients, suppliers with a customized cover.

Online opportunities

Banner Advertising, Direct links on our popular City Passport website.

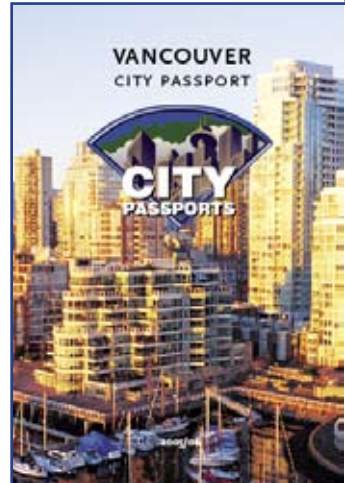
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TECHNICAL SPECIFICATIONS

- E-mail Delivery must comply with
- Pass4Press (details on application).
- ISDN Advertisements may be sent to us via ISDN (by prior arrangement only)
- Ads on disk must be supplied at least 7 days prior to the deadline.

Specifications are as follows:



- Disks CD.
- Applications QuarkXPress, Adobe (Acrobat, Illustrator, Photoshop).
- All fonts supplied must be embedded or converted to outlines.
- Do not compress files.
- Colour images saved @ 300dpi in CMYK.
- Cut-outs supplied as EPSs.
- No responsibility for the final appearance will be accepted unless an approved digital proof is supplied.
- Colour proofs accepted: Matchprint, Digital Cromalin, Iris Realist.

For more information please email: sales@citypassports.com
 Please note Ads not supplied as print resolution artwork may be liable for surcharges. No liability can be accepted for these advertisements as to layout or reproduction from material supplied.



2007/2008 EDITIONS

Western Canada Self-Drive	10,000 pax
Vancouver Coast & Mtn Self-Drive	8000 pax
Vancouver Attraction ® Passport	8000 pax
Victoria Attraction ® Passport	8000 pax
Whistler Adventure ® Passport (summer)	5000 pax
Whistler Adventure ® Passport (winter)	5000 pax
Thompson/Okanagan Self-Drive	5000 pax
Canadian Rockies Self-Drive (Edmonton, Jasper, Banff, Calgary)	5000 pax
Banff Adventure ® Passport (winter)	5000 pax
Banff Adventure ® Passport (summer)	5000 pax
Eastern Canada Self-Drive (English)	5000 pax
Eastern Canada Self-Drive (French)	5000 pax
Toronto Attraction ® Passport	5000 pax
Montreal Attraction ® Passport	5000 pax
Quebec City Attraction ® Passport	5000 pax

pax=passengers

Advertising Rates

Full Colour Attraction or Adventure Passport

Half Page - (3.75" x 2.75")	\$300.00
Full Page - (6" x 4")	\$500.00
Inside Front Cover - (6" x 4")	\$1000.00
Inside Back Cover - (6" x 4")	\$1000.00

3D Fold-Out Map - Sponsors (6 spots available)

Locations: Vancouver, Victoria, Whistler, Banff	
Square Ad- (5.5" x 6.5")	\$500.00

Self-Drive Roadbooks

Half Page - (5.5" x 4.5")	\$300.00
Full Page - (9" x 5.5")	\$1000.00
Inside Front Cover - (9" x 5.5")	\$1500.00
Inside Back Cover - (9" x 5.5")	\$1500.00

CONDITIONS OF ACCEPTANCE

1. All invoices must be paid within 30 days from invoice date unless previously agreed. Failure to do so may result in third party intervention where additional charges may be incurred.

2. Advertising agencies are not automatically granted discount. A 10% discount may be deducted on remittance by agencies provided, in case of account holding agencies, payment is made on or before 30 days from statement on which relevant invoice appears. Non-account holding agencies must pre-pay to obtain the discount.

3. Acceptance of all advertisements is conditional upon the Advertiser's warranty that advertisements do not contravene any regulations or provisions of the Law for the time being.

4. City Passport reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to us at our absolute discretion and without explanation. All advertisements must comply with the BCMA Code of Advertising Practice.

5. City Passport maintains a totally impartial editorial policy. Advertisers are never guaranteed an editorial mention in exchange for taking an advertisement in any City Passport guide. Advertisers may receive a bad review or no review at all.