



**VANCOUVER
COAST & MOUNTAINS**

All things are possible!

Project:	NationalGeographic.com
Medium:	Website
Sector:	Outdoor Experiences
Profile:	<ul style="list-style-type: none">• Serves a vibrant, engaged, visually-oriented audience of consumers eager to experience National Geographic• New travel section has more exciting images, news, and information about destinations worldwide all presented with the quality depth and excitement users expect from National Geographic in a limited ad environment
Geographic Market:	US National
Demographic Market:	Mean age: 44.7 years, Female: 53.6%, Male: 46.4%,
Circulation:	200,000 impressions
Distribution:	7.2 million unique visitors per month
Project Description:	General VCM outdoor experience ad on leaderboards and boxes on Home page and People and Place (Travel) of nationalgeographic.com. Would link to a splash page on vcmbc.com with partners info & links. April 2008.
Tourism Partner Opportunity:	6 Partners on the VCM splash page with a link to their own splash page and website: \$610



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Project:	Content Syndication
Medium:	Website
Sector:	Touring and Outdoor Experiences
Profile:	Provide detailed information and special deals electronically to consumers who have expressed an interest in visiting the region using keywords. Reach consumers, media, and tour operators who are searching for keywords within VCM. Drive consumers to the website and to partner pages.
Geographic Market:	Canada, United States, Asia and Europe
Demographic Market:	General consumers and media sources
Circulation:	160,000 - 170,000 reads and pick ups
Distribution:	News feeders and linked to www.vcmcb.com landing pages, and news aggregators
Project Description:	Regular content syndicated press releases. The content of the releases will focus on what's going on in VCM and to encourage readers to visit www.vcmcb.com . The releases will be optimized to be SEO friendly which will provide greater search results.
Tourism Partner Opportunity:	Partners will have the opportunity to buy into releases, as they will be incorporated into other projects to help in the promotion of our partners. The cost is a \$1,000/release but heavily discounted when included in Pay Per Click Campaign



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Project:	RSS Feed
Medium:	Website
Sector:	Media, Touring and Outdoor Experiences
Profile:	A system which allows individuals to push content/press releases/images/videos from their site to individuals who have requested specific information. Similar to an email, however this information can also be picked up by different news feeds like blogs and social networks.
Geographic Market:	North America, Europe and Pacifcasia
Demographic Market:	General consumers and Media
Circulation:	TBD
Distribution:	www.press-feed.com and on www.vcmcb.com, and through online news aggregators
Project Description:	Set-up and manage several RSS feeds for consumers and travel media with content coming from staff and partner participation
Tourism Partner Opportunity:	TBD



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Project:	Pay Per Click Campaigns
Medium:	Search Engines and www.vcmhc.com
Sector:	Touring and Outdoor Experiences
Profile:	Paid ads listed on Google and other search engines, also called sponsored links. Is the ability to buy into specific keywords representing a topic specific landing page. And makes connecting the viewer and the correct information easier. You have the ability to find your target market online and the consumers have an easier way of finding the relevant information to their searches.
Geographic Market:	Alberta, British Columbia and Washington
Demographic Market:	General consumers
Circulation:	Estimated over 1,000,000 impressions for a two month period
Distribution:	Landing page will be hosting on www.vcmhc.com and ads will appear on Google during high traffic times, as well as on websites which incorporate the Google ads on their sites.
Project Description:	Online space advertising opportunity which will be feed by a paid link on search engine like Google.
Tourism Partner Opportunity:	Partners will be able to buy space on a specific landing page. Where they will receive exposure through the landing page and the pay per click. Cost - \$269 and up



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Project:	VCM Online Map
Medium:	Online Map
Sector:	Touring and Outdoor Experiences
Profile:	Assist visitors in planning trips by allowing them to make customized maps and search for accommodation, attraction, etc on the maps. VCM will sell 700 points of interest (POI) on the map to partners. The Partners cost for a POI includes a sector icon on the map with their name attached and a unique URL. Visitors will be able to click on the icon to access a Info Window with information on that business. Visitors will be able to choose layers of the map using the menu bar. Each layer represents a type of business (e.g. accommodation layer, attractions layer). For example, visitors could choose a specific hotel, all attractions & restaurants near their hotel to create a custom map. Visitors can also use the Mark It feature to point out a specific location on the map that is not already listed. This map can be saved as a PDF or printed to share. Jason Knibbs will also be able to create custom maps for tour operators.
Geographic Market:	All
Demographic Market:	General consumers
Circulation:	Over 350,000 unique visits to vcmbc.com each year
Distribution:	Hosted on www.mapnetwork.com and linked to www.vcmbc.com
Project Description:	Online interactive map with points of interest.
Tourism Partner Opportunity:	Location on map with info box and unique URL = \$50