

# TBC Outdoor Adventure Guide - 2011

## Advertising Purchase Agreement

Description	Direct Rates	VCM Rates	Savings	HST	Total Cost
Full page - 7 x 9 3/4"	\$ 5,840	\$ 4,205	\$ 1,635	\$ 504.60	\$ 4,709.60
1/2 page - 7 x 4 3/4"	\$ 3,635	\$ 2,620	\$ 1,015	\$ 314.40	\$ 2,934.40
1/3 page - <i>Square</i> ( 4 9/16 x 4 3/4") <i>Vertical</i> ( 2 1/4 x 9 3/4")	\$ 2,695	\$ 1,942	\$ 753	\$ 233.04	\$ 2,175.04
1/6 page - <i>Vertical</i> (2 1/4 x 4 3/4") <i>Horizontal</i> ( 4 9/16 x 2 1/4")	\$ 1,400	\$ 1,008	\$ 392	\$ 120.96	\$ 1,128.96
1/9 page * standard format (no logo, 50 words of text)	\$ 890	\$ 642	\$ 248	\$ 77.04	\$ 719.04

Space Deadline: **September 16, 2010**

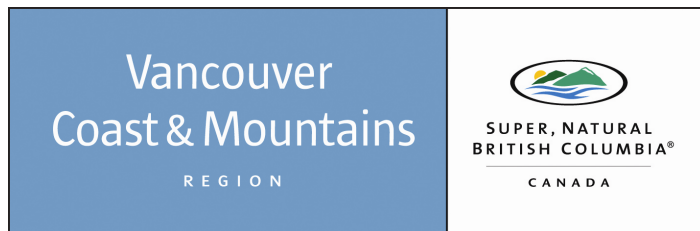
Advertising Material Due: **October 1, 2010**

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please Note: Most Vancouver, Coast & Mountains programs have limited advertising space available, and many fill up well before the deadline. Programs are sold on a first come first served basis, with space being reserved by a signed contract only. No cancellations are accepted 15 days prior to the space deadline. Cancellations 15 to 30 days prior to the space deadline are subject to a fee of 50% of the ad rate.*



**Send Ad Materials to:**  
 Kayla Seib  
 Marketing Project Coordinator  
 Vancouver, Coast & Mountains Tourism Region  
 Email: [kayla@vcmbc.com](mailto:kayla@vcmbc.com)  
 Direct: 604.638.6931

**Please fax this signed agreement to VCM at 604.739.0153**

Make cheques payable to Vancouver, Coast & Mountains Tourism Region (note the invoice number on cheque), VCM BN # 12 150 5283 RT0001  
 Vancouver, Coast & Mountains Tourism Region 600 - 210 West Broadway, Vancouver, BC V5Y 3W2 t: 604.739.9011 tf: 1.800.667.3306 f: 604.739.0153 e: [info@vcmbc.com](mailto:info@vcmbc.com)