

# The Travel Guides To Canada 2012 - Including All 4 Guides (Consumer, U.S.A., British & Canadian Editions)

## Advertising Purchase Agreement

Description	Direct Rates	VCM Rates	Savings	HST	Total Cost
Full page ad (7 1/2" wide x 10" tall)	\$9,975	\$8,050	\$1,925	\$966	\$9,016
1/2 page ad (7 1/4" wide x 4 7/8" tall)	\$5,500	\$4,025	\$1,475	\$483	\$4,508
1/3 page ad (4 3/4" wide x 4 3/4" tall)	\$4,400	\$2,675	\$1,725	\$321	\$2,996
1/6 page ad (2 3/8" wide x 4 3/4" tall)	\$2,350	\$1,350	\$1,000	\$162	\$1,512

Space Deadline: **December 14, 2011**

Advertising Material Due: **December 21, 2011**

- I will be supplying a finished ad created by my own graphic designer
- I would like Paperball Creative to create my ad (call Leanne at 604-637-1699)
- I would like to pick-up an ad that I have used in a previous Paperball Creative project (resizing fees may apply).

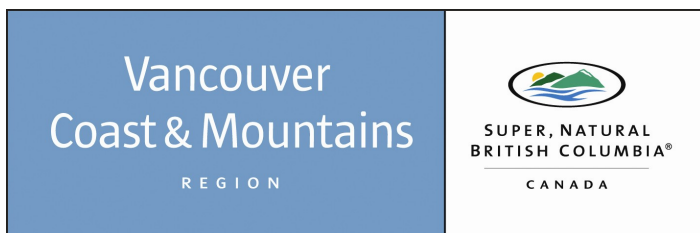
Please identify which project: \_\_\_\_\_

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:**  
 Cynthia Wildman  
 Manager, Consumer Marketing  
 Vancouver, Coast & Mountains Tourism Region  
 Email: [cynthia@vcmbc.com](mailto:cynthia@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)