

WestJet Up! In-Flight Magazine - December 2011

Advertising Purchase Agreement

Description	Direct Rates	VCM Rates	Savings
<input type="checkbox"/> 1/6 Page (2.25" wide x 4.75" tall)	\$2,575 + hst	\$1,295 + hst	\$1,280 + hst
<input type="checkbox"/> 1/3 Page (4.75" wide x 4.75" tall)	\$4,290 + hst	\$2,595 + hst	\$1,695 + hst
<input type="checkbox"/> 1/2 Page (7.25" wide x 4.75" tall)	\$6,400 + hst	\$3,895 + hst	\$2,505 + hst
<input type="checkbox"/> Full Page (8.75" wide x 10.75" tall)	\$11,880 + hst	\$7,795 + hst	\$4,085 + hst

Space Deadline: **October 14, 2011**

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

- I will be supplying a finished ad which will be created by my own graphic designer
- I would like Paperball Creative to design my ad
- I would like to run with an ad that I have used in a previous Paperball Creative project (resizing fees may apply).

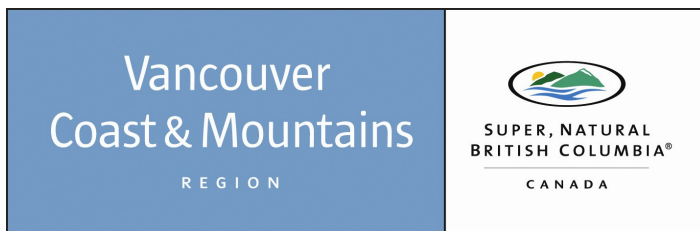
Please identify which project: _____

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.



Cynthia Wildman
 Manager, Consumer Marketing
 Vancouver, Coast & Mountains Tourism Region
 Email: 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