

Up! Westjet Ad & Online PPC Campaign - May 2009

Advertising Purchase Agreement



VANCOUVER
COAST & MOUNTAINS
All things are possible!

Ad sizes	VCM Partner Rates	GST	Total Cost	This Issue Only <input checked="" type="checkbox"/>	Rate for 3 issues* (incl. GST)	All 3 Issues* <input checked="" type="checkbox"/>
1/6 page print ad + online PPC (2.25ö w x 4.75ö h), 1 month Google Pay Per Click	\$1,780	89.00	\$1,869.00		\$4,914	
1/3 page print ad + online PPC (4.75ö w x 4.75ö h or, 2.25ö w x 9.75ö h), 1 month Google Pay Per Click	\$3,555	177.75	\$3,732.75		\$9,828	

*3 issues: May, June & July 2009

Space Deadline: **March 2, 2009** Advertising Material is due **March 9, 2009**

Please check one of the following choices:

- I will be supplying a finished ad created by my own graphic designer
- I would like West 2 Design to create my ad (call 604-637-1699)
- I would like to pick-up an ad that I have used in a previous West 2 Design 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.

Questions about this program contact:

Liesbeth Dijkhuizen
Regional Marketing Specialist
Vancouver, Coast & Mountains Tourism Region
Email: liesbeth@vcmbc.com
Direct: 604-638-6931

Send Ad Materials to:

Leanne Von Hollen, West 2 Design
Ph. 604-637-1699 / Fax 604-739-0153
Email: leanne@west2design.com

If you do not have a graphic designer, West 2 ad creation services are available for a fee.

Mechanical Requirements:

Preferred File Format: PDFx-1a compliant (CMYK colour, 300dpi, fonts embedded), Creative Suite 3 files (CS3). Mac Platform

Materials not arriving in the required formats and/or by the deadlines specified will incur extra design charges.

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