

**Westworld Ad & Online PPC Campaign - September 2009**  
Advertising Purchase Agreement



Ad sizes	Publisher Rates	VCM Partner Rates	Savings	GST	Total Cost
1/6 page print ad + online PPC (2 <sup>5/16</sup> w x 4 <sup>15/16</sup> h), 1 month Google Pay Per Click	\$3,445	<b>\$1,710</b>	<b>\$1,612.50</b>	85.50	\$1,795.50
1/3 page print ad + online PPC (4 <sup>3/4</sup> w x 4 <sup>15/16</sup> h), 1 month Google Pay Per Click	\$5,520	<b>\$3,415</b>	<b>\$1,855</b>	170.75	\$3,585.75
1/2 page print ad + online PPC (7 <sup>3/16</sup> w x 4 <sup>15/16</sup> h), 1 month Google Pay Per Click	\$8,960	<b>\$5,125</b>	<b>\$3,462.50</b>	256.25	\$5,381.25

Space Deadline: **July 6, 2009** Advertising Material is due **July 8, 2009**

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:**

Kayla Seib  
 Marketing Project Coordinator  
 Vancouver, Coast & Mountains Tourism Region  
 Email: kayla@vcmbc.com  
 Direct: 604-638-6931

**Send Ad Materials to:**

Leanne Von Hollen, Paperball Creative Inc.  
 Ph. 604-637-1699 / Fax 604-739-0153  
 Email: leanne@paperball.ca

*If you do not have a graphic designer, Paperball Creative 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.*

Contact West 2 Design for details.

**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