

Zoomer Campaign - Summer 2009 (National Edition)

Advertising Purchase Agreement



Ad Packages	Direct Buy Rate*	VCM Partner Rates	GST	Total Cost
A) 1/6 page ad (2.5625ö w x 5ö h) Ad on VCM webpage (linked from ads on 50plus.com, carp.ca & zoomermag.com, design fees included), Inclusion in advertorial (on 50plus.com, carp.ca & zoomermag.com)	Not Available	\$4,690	234.50	\$4,924.50
B) 1/3 page ad square (5.2841ö w x 5ö h), 1 Leaderboard ad (on 50plus.com, carp.ca & zoomermag.com, design fees included), Ad on VCM webpage (linked from ads on 50plus.com, carp.ca & zoomermag.com, design fees included), Inclusion in advertorial (on 50plus.com, carp.ca & zoomermag.com)	\$13,473	\$9,370	468.50	\$9,838.50
C) (Communities only) 1/2 page ad (8ö w x 5ö h), 2 Leaderboard ads (on 50plus.com, carp.ca & zoomermag.com, design fees included), Ad on VCM webpage (linked from advertorial on 50plus.com, carp.ca & zoomermag.com, design fees included), Advertorial focused on your community (on 50plus.com, carp.ca & zoomermag.com)	\$19,480	\$14,050	702.50	\$19,480.00

Design fees for print ads are not included in rates. *Direct buy rates refer to the closest size ad available for purchase directly from the publication + web advertising

Space Deadline: **April 1, 2009**; Advertising Material is due **April 7, 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