



# 2023-2024 OFFICIAL VERNON VISITORS GUIDE

Ad space and content closes **FEBRUARY 1, 2023**

## GREAT EXPOSURE AT A GREAT PRICE

It's that time of year again when Tourism Vernon will publish the Official Vernon Visitors Guide. We have received great feedback from visitors, advertisers and locals on the previous guides, so we will continue to feature stories about the people, places and things that make Vernon so special. The 2023 Official Vernon Visitors Guide stands out from the crowd with unique covers and content that features 75% editorial content and only 25% advertising.

## SPECIFICATIONS

**Print run:** 30,000

**Printed:** May 2023

**Finished size of guide:** 8" x 10.875"

**Pages:** 60-64

**Editorial:** 75%

**Ads:** 25%

**Distribution:**

- Regional Visitor Centre network
- Mailings
- Tourism Vernon website (PDF)
- Mobile Visitor Servicing locations
- BC Ferries
- Select airports

## ADVERTISING OPPORTUNITIES

We want to make this guide affordable for all. To book your ad space, please complete the attached insertion contract form. There is no graphic design required for the single listing, just supply us with the requested content below and we will put the listing together. All other ad sizes require press ready artwork to be submitted, see below for requirements.

For questions about artwork submission or if you require help with designing your ad, please contact Tambellini Design Studio at 250.545.1555 or [christina@tambellini.ca](mailto:christina@tambellini.ca).

### Single Listing \$230 + GST

One image/logo (minimum of 500px wide and 400px high, accepted formats: JPG/JPEG, PNG, PDF, EPS, AI or TIFF), business name, address, phone number (local or toll-free), website URL and 25 word description.

### 1/4 Page

**\$500 + GST**

3.375" x 4.75"

### 1/2 Page

**\$770 + GST**

7" x 4.75"

### Full Page

**\$1,500 + GST**

**Bleed:** 8" x 10.875" + 0.125" bleed; **Non-bleed:** 7" x 9.8125"



## PRODUCTION NOTES

Please provide either a press ready pdf (preferred) or jpg with all images at 300 dpi and all colours converted to CMYK (no spot colours).

Full page bleed ads: Please keep important elements 0.375" in from all trim size edges and add 0.125" bleed on all sides.



# 2023 OFFICIAL VERNON VISITORS GUIDE AD INSERTION CONTRACT

**AD SPACE AND CONTENT CLOSSES  
FEBRUARY 1, 2023**

DATE: \_\_\_\_\_ COMPANY NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CONTACT: \_\_\_\_\_ POSITION: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**QUANTITY**

- Ad Size:**
- Single listing @ \$230 + \$11.50 GST = \$241.50 ea.
  - Quarter Page @ \$500 + \$25.00 GST = \$525.00 ea.
  - Half page @ \$770 + \$38.50 GST = \$808.50 ea.
  - Full page @ \$1,500 + \$75.00 GST = \$1575.00 ea.

- Section:**  
(choose one)
- Accommodations
  - Attractions
  - Dining
  - Shopping

This is not an invoice. An invoice will be generated by Tourism Vernon upon receipt of a completed Ad Insertion Contract.

**THIS AD INSERTION CONTRACT MUST BE COMPLETED AND YOUR ARTWORK SUBMITTED BY FEBRUARY 1, 2023 TO RESERVE YOUR SPACE. PAYMENT MUST BE RECEIVED BEFORE MARCH 15, 2023 OR YOUR AD WILL BE REMOVED.**

**Single listings:** Please supply one digital image, business name, address, phone number (local OR toll-free), website URL and a 25 word description.

**Please complete this form and email to [ksavill@vernon.ca](mailto:ksavill@vernon.ca)**