

AD SIZES



CERTIFIED
FOLDER DISPLAY
SERVICE CANADA, INC.

13290 78th Avenue, Unit #32, Surrey, B.C. V3W 0H6

(866) 572-9203 (604) 572-9203 Fax (604) 599-6206 www.certifiedfolder.ca

ADVERTISE IN THE 2003 EDITION

GREATER VANCOUVER

7th
Edition

OFFICIAL 2003

VISITOR'S MAP

WHISTLER · MIGHTY FRASER COUNTRY · VICTORIA



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SERVING THE TOURIST INDUSTRY FOR 20 YEARS

GREATER VANCOUVER
OFFICIAL 2003

7th
Edition

VISITOR'S MAP

WHISTLER · MIGHTY FRASER COUNTRY

The only map that offers widespread distribution throughout B.C. and U.S.A. through Certified Folder Display distribution network.

Over 300,000 maps will be distributed from May 1, 2003 to December 31, 2003.



DISTRIBUTION SITES INCLUDE:

- Greater Vancouver – over 300 display sites
- Vancouver International Airport – 13 million visitors annually
- Fraser Valley – over 80 display sites
- Kamloops – 35 display sites
- Okanagan Valley – over 100 display sites
- Whistler – 36 high profile display sites
- USA – 60 AAA offices within Washington, Oregon and Northern California
- Seattle/I-5 Corridor – 165 display sites
- Vancouver Cruise Ship Terminal (May – Sept.)
- B.C. – approx. 60 Travel Info Centres throughout the province
- 15 Gray Line Tour booths and bus lines
- Distribution aboard Quick Shuttle buses (Seattle – Vancouver)
- Distribution aboard Vancouver Airporter Bus Shuttles

In addition, information in the “Greater Vancouver Visitor’s Map” is available to visitors via the Internet at www.Visitortips.com. The entire contents of the guide is on-line, with direct links to all advertisers.

visitortips.com
Your Internet Source For Travel Information



AD SPECIFICATIONS

Mechanical Specifications:

- Printed web offset on coated stock
- Image sizes:

Full Panel 3¹¹/₁₆" x 9"

1/2 Panel 3³/₄" x 4³/₁₆"

1/3 Panel 3³/₄" x 2³/₄"

1/6 Panel 3³/₈" x 1⁵/₁₆"

See back cover for more information

Specifications for art supplied on disk (preferred):

- **For Macintosh (preferred):** accepted programs are Adobe Illustrator, Macromedia Freehand, Quark Xpress and Adobe Photoshop.
- **Send files on Zip disk (preferred), 3 1/2" floppy, or on CD.** Include with disk: laser and color output, file type, all fonts, resource files, size of ad, and contact name and number.

Production Charges:

Supplied Advertisements not conforming to mechanical or media specifications (as listed above) will incur additional charges. **These charges will be billed at \$70/hour, with a minimum 1/2 hour charge.**

Publisher Set Advertisements:

The publisher limits his liability for errors, after proofs have been supplied and O.K'd by advertiser, to 10% of the space value of the advertisement. A proof will be supplied, corrections, if any, to be clearly marked thereon and signed or (“OK” or “OK” with changes).

IMPORTANT: Changes to printers proof will be charged to the advertiser, for film and other associated costs.

RATE SCHEDULE

Size	4-Colour	Design (optional)
Full Panel:	\$8,550	\$210
1/2 Panel:	\$4,275	\$140
1/3 Panel:	\$2,850	\$70
1/6 Panel:	\$1,425	\$50

- *Front and back panel subject to 15% surcharge.*
- *All measurements are approximate and will be verified by the designer.*
- *Charges for ad production are not included in the advertising rates listed.*
- *Prices do not include G.S.T*
- *Guaranteed inside positioning of Ad subject to surcharge.*
- *No additional charges will apply providing Advertiser supplies material to designer specifications. All costs incurred by the advertiser will be billed separately upo publication date.*
- *Payment Terms: 50% due upon signing of contract. Balance due upon publication date (March 15, 2003).*

DESIGN SERVICES

We offer cost effective “in-house” design services. With a complete array of services including, design, layout and copywriting. Our professional designers can assist you with the design and production of your ad. For more information contact our Director of Design Services, William Herring at 1-800-799-7373.

DEADLINE

Closing Date: March 15, 2003
Material supply date: Upon signing of contract
Publication date: May 1, 2003

CONTACT

For more information contact:

KIRA HOWARD
(604) 572-9203



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