

# AD SIZES

**Full Page:** 7<sup>5</sup>/<sub>16</sub>" x 8<sup>5</sup>/<sub>8</sub>" (44 x 52 picas)

**1/2 Page:** 3<sup>9</sup>/<sub>16</sub>" x 8<sup>5</sup>/<sub>8</sub>" (21.5 x 52 picas)

**1/4 Page:** 3<sup>9</sup>/<sub>16</sub>" x 4<sup>1</sup>/<sub>4</sub>" (21.5 x 25.5 picas)

**1/12 Page:** 3<sup>9</sup>/<sub>16</sub>" x 1<sup>3</sup>/<sub>8</sub>" (21.5 x 8.25 picas)

**1/6 Page:** 3<sup>9</sup>/<sub>16</sub>" x 2<sup>13</sup>/<sub>16</sub>" (21.5 x 17 picas)

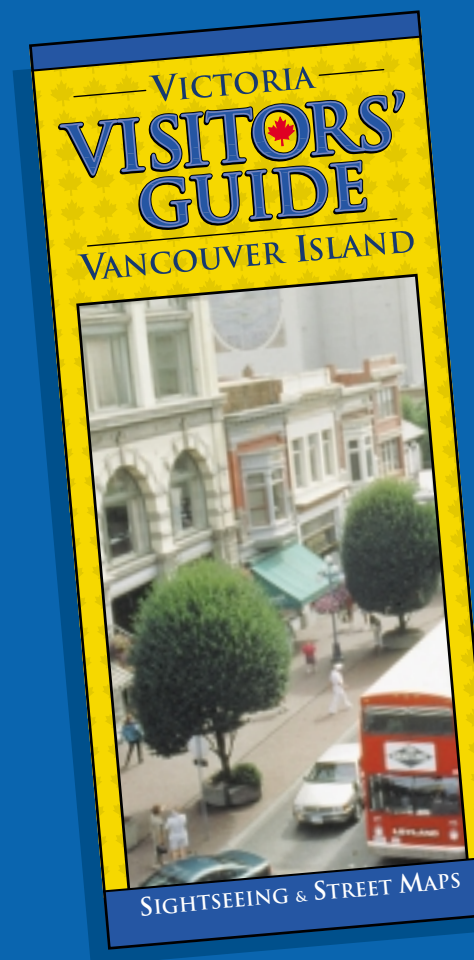


666 Sumas Street, Victoria, B.C., V8T 4S6 • 225 Russell Street, Victoria, B.C. V9A 3X1 (after Oct. 20, 2002)  
**(888) 697-5557 (250) 382-4207 Fax (250) 382-4264 www.certifiedfolder.ca**

## ADVERTISE IN THE 2003 EDITION

# VICTORIA VISITORS' GUIDE VANCOUVER ISLAND

**36<sup>th</sup>**  
Edition



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SERVING THE TOURIST INDUSTRY FOR 36 YEARS

VICTORIA  
**VISITORS' GUIDE**  
 VANCOUVER ISLAND

**36<sup>th</sup>**  
 Edition

The "Victoria & Vancouver Island Visitors' Guide" is Victoria's longest running and most comprehensive tourist publication. Providing helpful information on dining, lodging, sightseeing and visitor attractions, our guide has proven to be one of the most popular reference tools for visitors to Victoria and Vancouver Island.

**We print and distribute over 350,000 copies annually!**

For 2003, our distribution coverage will include locations throughout British Columbia, Washington, Oregon, and California!

**Distribution includes:**

- All major routes of the BC Ferries which carry over 20 million passengers each year.
- Victoria Express Passenger Ferry
- Over 200 visitor information display racks throughout Victoria, Vancouver Island and Greater Vancouver areas.
- Over 125 visitor information display racks throughout Seattle and the Olympic Peninsula.
- Over 300 corporate program display racks in Seattle, Portland, Silicon Valley and San Diego.

In addition, information in the "Victoria and Vancouver Island Visitors' Guide" is available to visitors via the Internet at [www.Visitortips.com](http://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

**The benefit to you our advertiser, is clear –  
 Brochure Distribution + Internet Exposure = More Business for You!**



**AD SPECIFICATIONS**

**Mechanical Specifications:**

- Printed web offset on coated stock
- Trimmed page size 8" x 9 1/4"
- Image sizes:
  - Full Page . . . . 7 5/16" x 8 5/8" (44 x 52 picas)
  - 1/2 Page. . . . 3 9/16" x 8 5/8" (21.5 x 52 picas)
  - 1/4 Page. . . . 3 9/16" x 4 1/4" (21.5 x 25.5 picas)
  - 1/6 Page. . . . 3 9/16" x 2 13/16" (21.5 x 17 picas)
  - 1/12 Page. . . . (Horizontal)  
 . . . . . 3 9/16" x 1 3/8" (21.5 x 8.25 picas)
- Bleeds full and one-half page only, within available pages. Copy on bleed advertisements must be 3/8" (2.5 picas) from trim edge of bleed.

*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 ("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       | Black Only | 4-Colour | Design (optional) |
|------------|------------|----------|-------------------|
| Full Page: | \$9,059    | \$11,320 | \$210             |
| 1/2 Page:  | \$4,828    | \$6,077  | \$140             |
| 1/4 Page:  | \$2,524    | \$3,198  | \$70              |
| 1/6 Page:  | \$1,798    | \$2,225  | \$50              |
| 1/12 Page: | \$970      | \$1,186  | \$35              |

*Add 15% of space cost for special position. Above pricing does not include GST (7%).*

*Additional fee charges may be incurred for photography separation or other related pre-press work.*

**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**

*Space, Copy and Art: March 1, 2003*

**CONTACT**

For more information contact:  
**MARK MACKERETH**

Email: [markm@certifiedfolder.com](mailto:markm@certifiedfolder.com)

or  
**CORA IRWIN**

Email: [corai@certifiedfolder.com](mailto:corai@certifiedfolder.com)

**(250) 382-4207**

Certified Folder Display Service Canada, Inc.

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**Members of:**

- Gr. Vancouver Visitor & Convention Bureau
- Tourism Vancouver
- B.C. Motel, Campground Resort Assn.
- Tourism Victoria
- Gr. Victoria Chamber of Commerce Tourism Assn. of Vancouver Island

