

COWICHAN

SLOW DOWN. SAVOUR LIFE.

2018 Cowichan Visitor Guide

Increase exposure for your business by advertising in the 2018 Cowichan Visitor Guide. This attractive 48-page magazine will capture the attention of visitors near and far and lure them to experience the beauty of our region. With 45,000 copies distributed through a strategic marketing plan including rack distribution through BC Ferries, Vancouver Island and mainland Visitor Information Centres and over 50 hotels and attractions in Victoria, this is a great opportunity to promote your business.

This guide will also be mailed out to travel influencers and qualified travelers upon request. Plus, we'll post a flipbook version on our website with social media support.

Magazine Specifications

Trim Size: 8.125" x 10.75"

Bleed: Minimum .125"

Colour: CMYK throughout

Printing: Web offset, coated stock

Binding: Saddle stitch



AD SIZE	AD RATES
Full page, inside front cover	\$3,450
Full page, inside back cover	\$2,895
Full page, outside back cover	\$3,800
Full page, interior	\$2,700
1/2 page horizontal	\$1,500
1/3 page vertical	\$975
1/4 page vertical	\$850
1/8 page horizontal	\$600

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Creative Services

Creative Services for new ads*

• 1/8 page ad	\$ 125
• 1/4 page ad	\$ 200
• 1/3 page ad	\$ 250
• 1/2 page ad	\$ 350
• Full page ad	By Quotation

Changes to existing ads

(including resizing): \$50 - \$100

* Prices based on imagery, copy and logo art being supplied in the specified formats, and include one revision. Additional fees may apply based on individual requirements.

Advertising Sizes

• Full Page Cover/Interior	8.125" x 10.75" + bleed
• 1/2 Page Horizontal	7.375" x 4.875"
• 1/3 Page Vertical	2.5" x 10.25"
• 1/4 Page Vertical	3.6" x 4.875"
• 1/8 Page Horizontal	3.6" x 2.35"

Mechanical Requirements

Digital material must be supplied to the following specifications:

Programs – Macintosh format only:

- Adobe InDesign® – up to and including CS6 version
- Adobe Illustrator® – up to and including CS6 version
- Adobe Photoshop® – up to and including CS6 version

Artwork:

- Logos must be supplied as vector artwork (.ai or .eps files)
- Resolution of images must be 300 dpi
- Images or graphic elements must be CMYK process separation
- All fonts must be converted to outlines

File Formats:

- We accept files in the following formats:
Press-optimized PDF (preferred format),
INDD, AI, EPS, TIFF

Deadlines

Sales Close: **February 9, 2018**

Ad Material Deadline: **February 16, 2018**



To place an ad, or if you have any questions, please contact:

Miranda Thorne
Tourism Cowichan
sales@tourismcowichan.com
604.367.7131

Karen Elgersma
Tourism Cowichan, Executive Director
karen@tourismcowichan.com
250.889.3091

For more information visit: promotecowichan.com/resources

