

VISITORS' CHOICE

The Sunshine Coast 2017 Rate Card

As an established and popular high-quality visitor magazine, Visitors' Choice Sunshine Coast offers useful information and detailed maps promoting the Sunshine Coast. The Visitors' Choice audience holds on to Visitors' Choice and refers to it over and over again! Visitors' Choice Sunshine Coast is a comprehensive, digest-size, full-colour magazine that will spread your message to thousands!

Distribution: Using an established and carefully tracked distribution network, Visitors' Choice Sunshine Coast is distributed via:

- Accommodations, attractions, restaurants, retailers and car rental agencies
- Chambers of Commerce, Business Improvement Associations, CAA/AAA auto association offices and Visitor Info Centres (including the BC Visitor Centres) through Western Canada and the Pacific Northwest
- The Horseshoe Bay-Langdale ferry through the Sunshine Coast Travel Ambassador volunteers and also in the on-ferry brochure racks from May until October

BOOKING DEADLINE

November 30, 2016

STREET DATE

January 2017

Terms of payment – 25% due upon signing agreement; balance on ad proof - other payment options may be available. Ask your account manager for more information.

Sunshine Coast Account Manager

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EVENTS | DINING | SHOPPING | ACCOMMODATION | **MAPS**

VISITORS' CHOICE

Sunshine Coast

British Columbia 2016 | 22nd edition



Gibsons | Sechelt | Pender Harbour
Powell River | Lund | Texada Island



COMPLIMENTARY

Outside back cover	\$ 4,345	Full page (bleed size)	5.375" x 8.375"
Full page	\$ 3,795	Full page (trim size)	5.125" x 8.125"
2/3 page	\$ 2,970	Full page (live area)	4.375" x 7.5"
1/2 page	\$ 2,173	2/3 page vertical	2.875" x 7.5"
1/3 page	\$ 1,540	1/2 page vertical	2.125" x 7.5"
1/4 page	\$ 1,155	1/2 page horizontal	4.375" x 3.687"
1/6 page	\$ 803	1/3 page vertical	1.375" x 7.5"
1/12 page	\$ 550	1/3 page square	2.875" x 3.687"
Basic text listing	\$ 275	1/3 page horizontal	4.375" x 2.437"
Expanded text listing	\$ 385	1/4 page vertical	2.125" x 3.687"
Expanded text w/photo	\$ 506	1/4 page horizontal	4.375" x 1.75"
Map logo	\$ 385	1/6 page vertical	1.375" x 3.687"
		1/6 page horizontal	2.875" x 1.75"
15% Surcharge for guaranteed positioning		1/12 page	1.375" x 1.75"