



# TOURISM NANAIMO

## 2017-2018 VACATION PLANNER

### Sales Program

## Tourism Nanaimo 2017-2018 Vacation Planner

**Tourism Nanaimo** is excited to announce our new official guide for 2018. We are planning to start distributing this guide beginning October of 2017.

- This is Tourism Nanaimo's official publication
- The guide will be used extensively throughout the tourism industry
- The guide will play a major role in Tourism Nanaimo's marketing program

### Distribution plan:

- All major Visitor Centres in BC
- Distribution aboard BC Ferries' major routes (Tsawwassen to Duke Point and Horseshoe Bay to Departure Bay).

### Print guide design example



\* This is example only. Design may change.

75,000 COPIES PRINTED

Finished book size: 8" x 10.75"

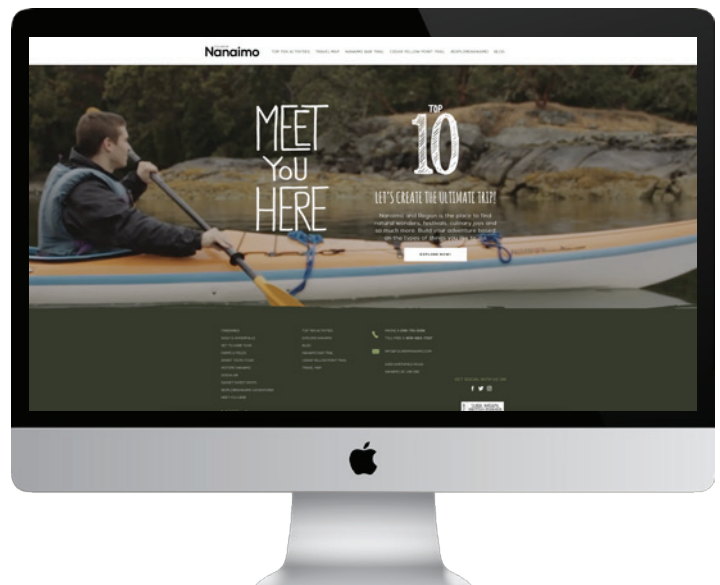
Estimated page count: 32 pages

**Print guide advertising and  
Online advertising\* opportunities.**

All Vacation Planner advertisers will receive a free  
Upgraded Listing on the new TourismNanaimo.com.

\* Formatted Advertisements on the website are available.  
Please inquire.

**New website coming soon**

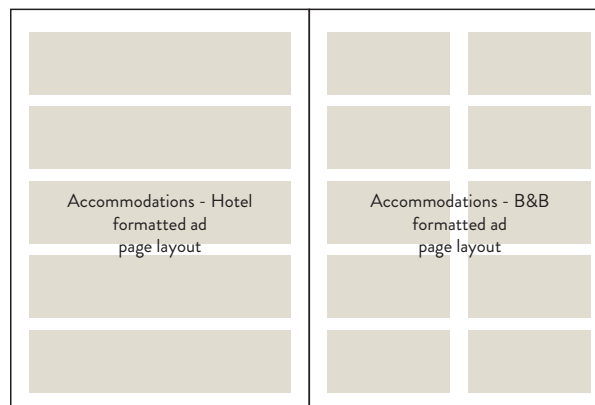
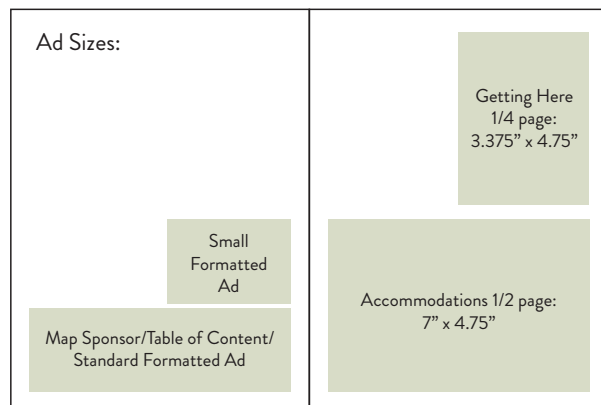


**Ad Space Booking: August 11, 2017    Artwork Material Submission: August 18, 2017**

AD SIZES		
AD SIZE	DIMENSIONS (INCHES W" X H")	RATES
Inside Front Cover	8" x 10.75" + 0.125" bleed all around**	3,450
Outside Back Cover	8" x 10.75" + 0.125" bleed all around**	3,995
Inside Back Cover	8" x 10.75" + 0.125" bleed all around**	3,450
Map Sponsorship (1 spot)	7" x 2.375" or formatted option**	2,390
Table of Contents (1 spot)	7" x 2.375" or formatted option**	1,995
Standard Formatted Ad*	see formatted ad detail on page 3**	1,490
Small Formatted Ad*	see formatted ad detail on page 3**	750
Accommodations - 1/2 pg Display	7" x 4.75" and matrix listing (below)**	2,390
Accommodations* - Hotel Formatted (10 spots)	see formatted ad detail on page 3 and matrix listing (below)**	950
Accommodations* - B&B Formatted (10 spots)	see formatted ad detail on page 3 and matrix listing (below)**	425
Getting Here - Transportation 1/4 pg Display	3.375" x 4.75" **	1,490

**Guide Trim Size: 8" x 10.75"** Document Safety Area: 7" x 9.75"  
 Double Page Spread with bleed: 16" x 10.75" + 0.125" bleed all around  
 Full Page with bleed: 8" x 10.75" + 0.125" bleed all around  
 Full Page with no bleed: 7" x 9.75"

\*For Formatted Ads: Ad set up is included in the rate



## CONFIRM YOUR SPACE IN THE GUIDE

**Please contact  
our advertising representative**

**Cindy Pollard** Tel: 250-667-8327  
Email: cindy@tourismvi.ca

**\*\*All Vacation Planner advertisers will receive a free Upgraded Listing on the new TourismNanaimo.com.**  
Please see bottom of page 4 for information.

**Note regarding previous Tourism Nanaimo Guide Ad Files.**  
Primal Communications has no access to files from previous guides. Please send all new materials.

### For any print ad inquiry,

please contact **Kumiko at Primal Communications**  
Email: kumiko@primalcommunications.com  
Tel: 250-754-8318

**Note:** If you have advertised in Tourism Vancouver Island guides in last couple of years, we have access to those files.

## Accommodations Matrix Listing Example:

\*Layout may change during the production

### Accommodations Listing

**Your Business Name Here**

1234 Street Address, Nanaimo | 250-123-4567 | 1-800-123-4567 | www.websiteaddress.com

Room Rates	Room #	View	Wheelchair Access	Pets Welcome	Ad Page
\$109 - 129	20	•	•		35



## Formatted Ad Examples: \*Design may change during the production. Set up fee included in the ad rate.

photo here

### Standard Formatted Ad Example

Description here - 60 words. Consectetur adipiscing elit. Nam id orci et dolor sollicitudin viverra. In pharetra eu mauris sed semper. Donec faucibus in ante sit amet tincidunt. Praesent maximus, lectus quis porta egestas, dui quam ultrices mi, luctus dapibus dui nulla eget ex. Etiam iaculis posuere libero sed ultricies. Phasellus molestie sodales iaculis. Praesent maximus, lectus quis porta egestas, dui quam ultrices mi

1234 Street Address, Nanaimo  
[www.websiteaddress.com](http://www.websiteaddress.com) | 250.123.4567

logo here

### Small Formatted Ad Example

photo or logo here

Description here - 30 words. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu felis sit amet velit vestibulum sollicitudin. Integer vel lorem id leo convallis tincidunt. Ut vel augue faucibus, finibus enim in.

1234 Street Address, Nanaimo  
[www.websiteaddress.com](http://www.websiteaddress.com)  
 250.123.4567

↑ **Standard Formatted Ad:**  
 60 words description, photo, logo, your business information.

← **Small Formatted Ad:**  
 30 words description, photo or logo, your business information.

→ **Accommodations - B&B Formatted Ad:**  
 25 words description, photo or logo, your business information.

↓ **Accommodations - Hotel Formatted Ad:**  
 50 words description, photo, logo, your business information.

### Accommodation - B&B Formatted

photo or logo here

Description here - 25 words. Amet, consectetur adipiscing elit. Integer venenatis purus lorem, at consequat nisi fringilla a. Donec mattis pulvinar sollicitudin. Nunc vel hendrerit odio.

1234 Street Address, Nanaimo  
 250.123.4567 | [www.websiteaddress.com](http://www.websiteaddress.com)

photo here

### Accommodation - Hotel Formatted

Description here - 50 words. Consectetur adipiscing elit. Nam id orci et dolor sollicitudin viverra. In pharetra eu mauris sed semper. Donec faucibus in ante sit amet tincidunt. Praesent maximus, lectus quis porta egestas, dui quam ultrices mi, luctus dapibus dui nulla eget ex. Etiam iaculis posuere libero sed ultricies.

1234 Street Address, Nanaimo  
[www.websiteaddress.com](http://www.websiteaddress.com) | 250.123.4567

logo here

## Artwork deadlines:

**Ad Space Booking: August 11, 2017**

**Artwork Material Submission: August 18, 2017**

Please forward all digital artwork materials directly to Kumiko Kagita-Torrance at Primal Communications.

**Email:** [kumiko@primalcommunications.com](mailto:kumiko@primalcommunications.com) - please include in subject line: 2018 Tourism Nanaimo Guide

**File Upload for Display Ad:** <http://upload.primalcommunications.com>

For any questions, please email or call: **250-754-8318**

The 2018 Tourism Nanaimo Guide is 100% digital workflow. The publication is built in Mac InDesign CS6.

Acrobat PDF/X-4:2008 files required.

## Acceptable formats for print ad:

**PDF File:** Supplied artwork must be CMYK and 400 dpi preferred.

Tourism Vancouver Island Guide is printed in 200 lpi

PDF files will not be checked and errors will be the responsibility of the supplier.

Tips: Before PDF is Exported (from Distiller, InDesign, Quark, etc), make sure PDF/X-1a setting is used and all types are outlined to avoid any font problems.

Adobe InDesign CS6, Adobe Illustrator CS6 - .AI or EPS (all fonts converted to outlines),

Adobe Photoshop CS6 - CMYK PSD, Tiff or JPEG

## Advertising artwork must be provided with the following:

### For Display Ad:

PDF/X-4:2008 preferred.

InDesign or Illustrator - All artwork at 300 - 400 dpi CMYK images (RGB not acceptable), include Mac Fonts only -

PC fonts are not accepted (convert to outline if possible), all associated/linked files (scans, etc.) sized at 100%, PC

formatted files, Microsoft files and Corel files are not acceptable.

### For Formatted Ad:

Photo must be in original JPEG or 400 dpi TIFF / Logo must be in EPS or AI / Text can be in DOC or within email body.

**If you require design service for the display ad, please contact Kumiko for an estimate.**

## **ONLINE: For Free Standard Listing for TourismNanaimo.com:**

Please email the information to: Karen Bannister - [karenbannister@tourismnanaimo.com](mailto:karenbannister@tourismnanaimo.com)

Listing info: Name, Telephone, Website, Social Icons, Photo, Brief Description up to 30 words.