



**BOOK EARLY
AND SAVE 15%**

Gulf Islander

VISITORS' GUIDE

2012 issue rates and information

Terms

Full payment required 30 days from receipt of invoice for clients with active, in good standing, accounts. Pre-payment required for all other clients unless approved by the publisher. Service charge of 2% per month will be charged to overdue accounts.

Position Charges

An additional 20% of the ad rate will be charged for guaranteed positioning. Positioning is at the discretion of the publisher except where specific positions are covered by written commitment of the publisher.

Limitations of Liability

Advertisements are accepted upon representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. All contents of advertisements are subject to approval of publisher. Publisher reserves the right to reject or cancel any advertising at any time for any reason. In event of an error or omission of all or part of any advertising, in no event to exceed the total of such charges payable for the advertising, publisher's liability is limited to the amount that such an error or omission reduces the value of the advertising, in no event to exceed the total of such charges payable for the advertising.

Mechanical Requirements (Width x height in inches)

Full page trim size 8.25 x 10.875"

Full page including bleed (all four sides) 8.75" x 11.25" Live area: 7" x 10"

Full (no bleed) - 7" x 9.725"

2/3 vertical - 4.627" x 9.725"

1/2 vertical - 4.627" x 6.5"

1/2 horizontal - 7" x 4.8"

1/3 square - 4.627" x 4.8"

1/3 vertical - 2.25" x 9.725"

1/4 banner - 7" x 2.3"

1/4 horizontal - 4.627" x 3.15"

1/6 vertical - 2.25" x 4.8"

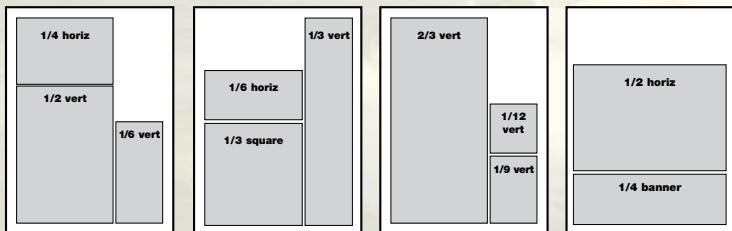
1/6 horizontal - 4.627" x 2.3"

1/9 vertical - 2.25" x 3.15"

1/12 vertical - 2.25" x 2.3"

Camera Ready Advertising

This consists of ONLY those ads which are completely ready for press. Full colour camera-ready ads must be submitted to size on CD disk or ftped to our site. Formats accepted are: Adobe InDesign documents, Adobe Illustrator eps files, Adobe Acrobat pdfs. All fonts and supporting graphics must be included. Photos must be CMYK, minimum 300 dpi. Microsoft Word, Quark XPress and Corel Draw documents can not be accepted.



FTP Information

ftp address: ftp.gulfislandstourism.com
username: adtransfer@gulfislandstourism.com
password: driftwoodads

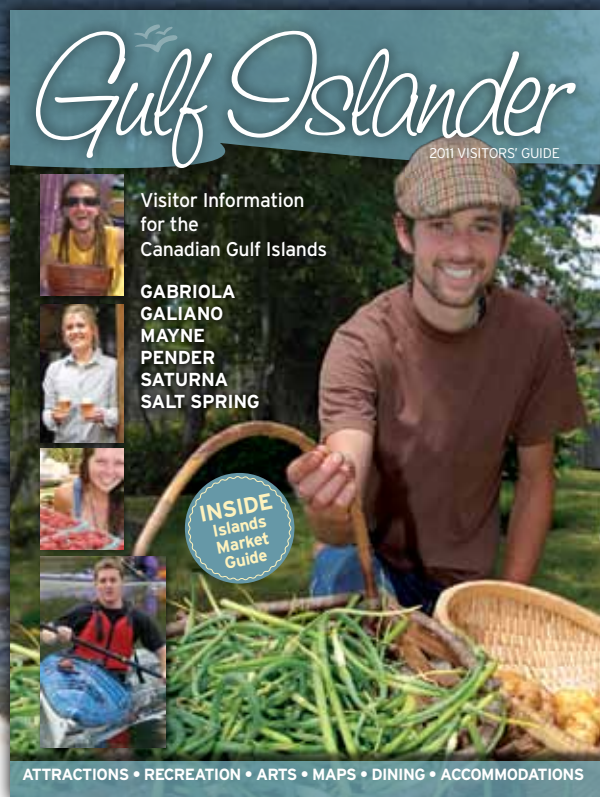
www.gulfislandstourism.com

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Gulf Islander

2011 VISITORS' GUIDE

2012 issue rates and information



GOLD WINNER
Tourism and Recreation Guide Award,
British Columbia Yukon Community Newspapers Association

BRONZE WINNER
Magazine Award,
Canadian Community Newspapers Association

Reach your customers through the
Gulf Islands' most comprehensive
visitors' guide and
website: www.gulfislandstourism.com

**NOW IN OUR
29TH YEAR
OF PUBLICATION**



The Gulf Island's best visitors' guide

offers a wealth of information to the visitor, all packaged in a glossy magazine. What to do, what to see, where to go!

- Accommodations including bed and breakfasts, cottages, hotels, motels, spas and resorts.
- Recreation including kayaking, golf, day tours, scenic flights, and shopping.
- An easy to read Dining Directory
- Extensive information on the many art galleries & studios.
- And much, much more!

The Gulf Islander covers the islands of Galiano, Gabriola, Mayne, Pender, Salt Spring and Saturna, with interesting, informative editorial, award-winning photos, and visitor maps.

Distribution

- **20,000+** copies distributed throughout the Gulf Islands including local marinas and info centres
- **20,000+** copies to info centres throughout British Columbia*, Victoria Airport and special request customers. * via gobrochures.com

Online

- Comprehensive visitor info at www.gulfislandstourism.com
- **The PDF "flipbook"** version of the Gulf Islander, also at gulfislandstourism.com

We're in print...



And online...

with your computer and smart phone

gulfislandstourism.com

Advertising Rates

Display ads	Black & White	Full Colour
Full page	n/a	\$2,989
2/3 page	n/a	\$2,289
1/2 page	n/a	\$1,789
1/3 page	n/a	\$1,289
1/4 page	\$759	\$989
1/6 page	\$579	\$799
1/9 page	\$419	\$589
1/12 page	\$339	\$489

Special Features

Directories —	
B&Bs, Resorts & Hotels, Studios & Galleries	\$159 free with display ad
Ganges map locator	\$69 <i>with purchase of display ad or directory listing</i>
Island map locator	\$69 <i>with purchase of display ad or directory listing</i>
Guaranteed position	Add 20% to ad cost
Hot link from Gulf Islands Tourism – www.gulfislandstourism.com	\$139 free with display ad
Hot link plus Directory Listing – (Save 30%)	\$199

Gulfislandstourism.com is the islands' most complete tourism website

Covers

Back	\$5,889
Front or Back	\$4,389

Save 15%

Book and pay before September 23, 2011

**Ask us about split billing:
pay half in April and half in August, 2012**

Deadlines

Publication Date	March 2012
Sales Deadline	October 14, 2011
Materials Deadline	October 28, 2011

**For more info,
or to book your ad, call:**

Rick MacKinnon, Sales Representative
Telephone: 250.537.9933, ext. 202
Toll Free: 1.877.537.9934 • Fax: 250.537.2613 • Cell: 250.537.7756
email: rmackinnon@gulfislands.net
Courier & Mail: 328 Lower Ganges Rd., Salt Spring Island, B.C. V8K 2V3

