



MARKETING OPPORTUNITIES MEDIA KIT

CARIBOO
CHILCOTIN
COAST



landwithoutlimits.com



CONTENTS

1	●	ABOUT	
		TRAVEL GUIDE	● 2
3	●	REGIONAL MAP PAD	
		SOCIAL MEDIA ADVERTISING	● 4
5	●	E-NEWSLETTER ADVERTISING	
		CONTACT	● 6

ABOUT

We invite and welcome visitors, who embrace, celebrate and respect our vibrant destination, our heritage, people and cultures; and **we** advance innovative, sustainable visitor economy solutions that increase business intelligence and performance; **so that** our residents, local businesses, communities and region thrive..

WHY PARTNER WITH CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION?

Our mission is to conscientiously steward our region's tourism assets; to support responsible growth of the tourism sector, ensuring a sustainable equilibrium between our socio-cultural, economic and natural environment, while being inclusive of all Cariboo Chilcotin Coast citizens.

STATS FROM THE PAST YEAR*



Website traffic



303,687

Social Impressions



12,6M



4.3M

Top User Locations



BC
Alberta
Ontario

*Annual Report April 1st 2020 - March 31st 2021

landwithoutlimits.com

Nuxalk Nation | Eric Berger





Xatsull Heritage Site | Jonny Bierman

TRAVEL GUIDE



TRAVEL GUIDE [PRINT & ONLINE]

Market your amazing tourism product to the world with this **#1 Travel Resource for our region!** This guide simplifies the travel experience for the tourist and encourages them to spend more time in the Cariboo Chilcotin Coast Region!

Stories of the Cariboo Chilcotin Coast

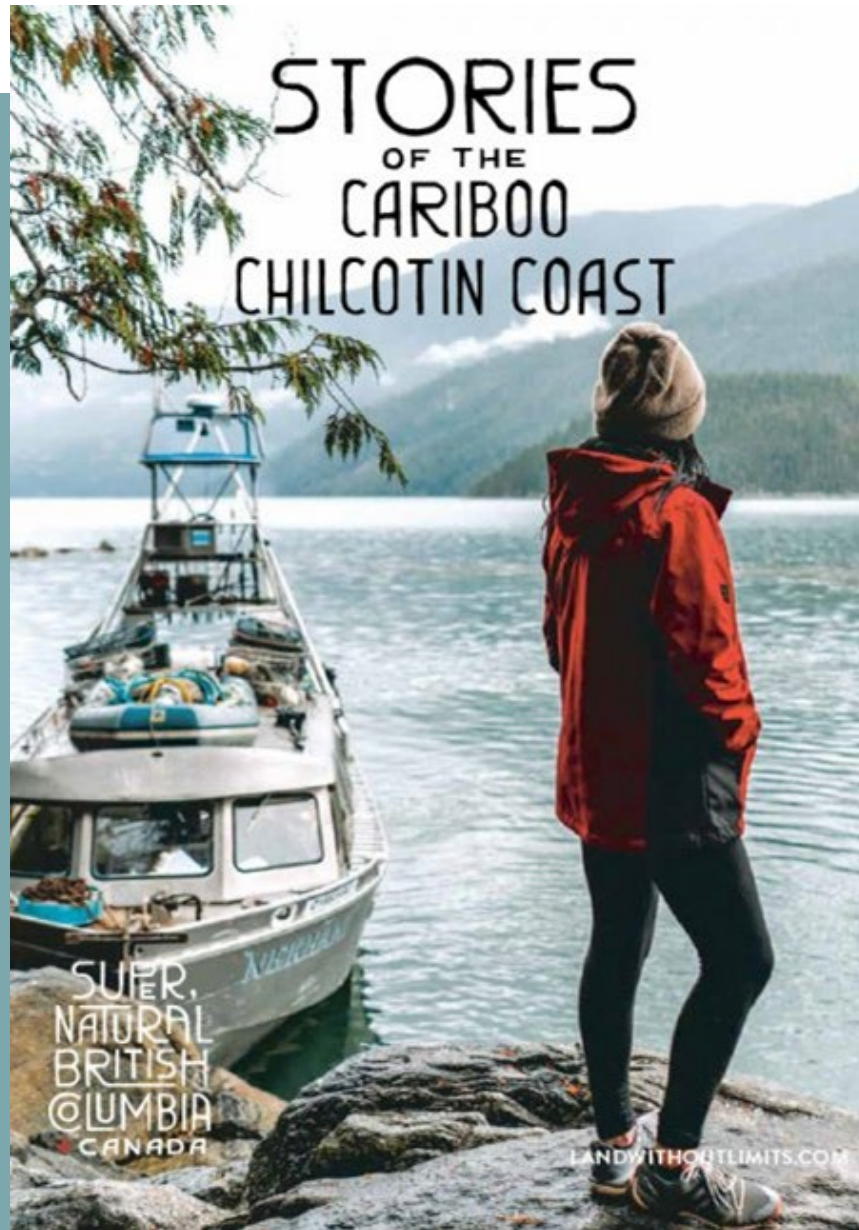
The 2022 Travel Guide will be another step towards the level of inspiration we want to provide for travelers. By focusing on engaging storytelling and beautiful design, we are evolving this publication into something people will keep on their coffee tables for years to come. This means **YOU** get more mileage out of your advertising dollars for every new issue. The guide will still have a streamlined layout and the same page count as the 2020 version, while representing your communities and the iconic activities of the region.

The **40,000 glossy printed guides** will be widely distributed, and **YOUR** business will be seen in ...

- **Consumer shows** in key markets in BC, Alberta and the U.S.
- **BC's Visitor Centers** and in select Visitor Centers in Alberta/Saskatchewan
- **Media and Travel Trade Shows** in Canada
- **Stakeholder businesses**
- **In-Region distributors** like restaurants, hotels, motels, RV dealers and campgrounds in BC.

And you even get **worldwide exposure** as this guide will also be available as an Online Virtual Guide viewable around the world, with page-turn downloadable technology and links to advertiser websites.

Consider this guide as a key component in your annual marketing plan! **Advertise your business** in this flagship product, which is the most visitor requested travel publication representing the **Cariboo Chilcotin Coast region of BC.**





TRAVEL GUIDE [PRINT & ONLINE]



Directory Listings

The Directory – a valuable, popular and affordable section of the guide!

- Consumers use the directory to contact individual businesses, while the CCC’s staff use the directory at travel shows when trip-planning for potential visitors.
- Organized & Grouped by sub-region.
- **Directory Listings include** 1 photo/logo, 25-word description, company name, contact info (phone, e-mail, website, FB)

*** Bonus:** Purchase a “Display Ad” in the Guide or Map Pad and receive **25% off the cost of a Directory Listing** (*requires purchase of both Display ad and Directory Listing). A Display ad is all other ads.



Final Booking Deadline:

- Nov. 30th, 2021

Ad Materials Deadline:

- Dec. 7th, 2021

BOOK YOUR SPACE NOW



Item #	YOUR Advertising Options and Rates	Ad sizes (Width by Height in inches)	Final Booking Rates
1	Discount Directory Listing <i>*NOTE: - Must also purchase a 'Display Ad' in either the CCC Travel Guide OR Map Pad publications</i>	See info below	\$235 (discounted price)
2	Directory Listing	3.5" x 1.14"	\$310
3	1/8 Page (horizontal)	3.5" x 2.3"	\$465
4	1/4 Page (vertical)	3.5" x 4.875"	\$930
5	1/2 Page (horizontal)	7.25" x 4.875"	\$1,855
6	1/2 Page (vertical)	3.5" x 10"	\$1,855
7	Full Page	8" x 10.75" (live area 7.5" x 9.5")	\$3,705
8	Full Page (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")	\$3,705
9	Inside Front /Back Page (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")	\$4,115
10	Back Cover (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")	\$4,635
NOTE: Prices <u>do NOT include</u> ad design. Add 5% GST to all rates			



AD SPECIFICATIONS – TRAVEL GUIDE

Ad Sizes / Specs

Width by Height (inches)

Directory Listing 3.5" x 1.14"

Display Ads

1/8 page (horizontal)	3.5" x 2.3"
1/4 page (vertical) 3.5" x 4.875"	
1/2 page (horizontal)	7.25" x 4.875"
1/2 page (vertical) 3.5" x 10"	
Full page	8" x 10.75" (live area 7.5" x 9.5")
Full page (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")
Inside Front /Back Page (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")
Back Cover (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")

Conditions:

The publisher reserves the right to decline or reject any advertising, at any time, for any reason without liability even though such advertising might have been previously acknowledged or accepted. All advertising booking must be in writing. All verbal instructions regarding contracts or insertions must be confirmed in writing. Publishers will not be bound by conditions appearing on purchase orders or copy instructions which conflict in any way with the rate sheet. **REMINDER; pricing does not include ad design.**

Ad / Creative Materials

Stakeholders are responsible for creation of their own ads whether created yourself, or by a contracted graphic designer on your behalf. All ads must meet spec requirements.

- 1) Email Completed press-ready ads to: sales@landwithoutlimits.com
- 2) Files > 10MB, send via We Transfer: [WeTransfer.com](https://www.wetransfer.com)

Ad Submission

Image Formats: TIFF, EPS or Press Optimized PDF formats – 300 ppi for all rasterized images (photos @ 100% actual size used)

Using Colour: All ads must be created in CMYK format (Any files in RGB will reproduce as black halftones.) Digital files for colour ads must be accompanied by a colour match proof, while black and white files must include a laser proof. We accept no responsibility for content or accuracy where no proof has been supplied. All ads ¼ page or larger must be full colour ads.

Fonts: All fonts (Type I PostScript, screen & printer) must be included (no PC fonts accepted) or all fonts must be converted to paths. Type reverses should be no smaller than 10pt in multi-color builds.

Submitting: All ads must include a contact name and phone number. The advertiser will be notified for changes to ads because of incorrect sizing, format, etc.

Deadlines: All material being submitted by email, FTP, or cd must be received by submission deadline.

Final Booking Deadline: Nov. 30th, 2021

Ad Materials Deadline: Dec. 7th, 2021

BOOK YOUR SPACE NOW 



Turner Lake South Tweedsmuir | Kari Medig

REGIONAL MAP PAD



REGIONAL MAP PAD

VISITORS LOVE OUR MAPS!

Now in its 13th year, our Map Pads have proven to be an effective marketing tool within the tourism sector and are extremely popular wherever they been displayed - consumer shows, media shows, travel trade events, Visitor Centre Network, our stakeholders' places of business, mail fulfillment packages and more.

Packaged in groups of 100 maps, this popular design 17" x 22" map is visually appealing and is "the" draw to people wherever they see them. People LOVE maps!

Your attractive ads on the map back will bring the map to life! Numbers will be placed on each ad and will correspond with the number of your location on the map so that visitors can easily find you!

THIS IS A GREAT OPPORTUNITY TO SHOWCASE YOUR BUSINESS AND PUT YOURSELF ON THE MAP!

Circulation and reach:

- **25,000** maps will be distributed
- Consumer Shows in **key markets** in BC, Alberta and the U.S. reaching thousands of potential visitors!
- Media and Travel **Trade Shows** in Canada and the United States.
- **BC Visitor Centre Network**
- Stakeholder/Operator Businesses
- In-Region Distribution



Space Booking Deadline: Nov. 30th, 2021

Materials Deadline: Dec. 7th, 2021



Distribution Begins: Early Spring 2022

REGIONAL MAP PAD

4 ad spaces horizontal
7.17" wide x 4.13" tall

6 ad spaces horizontal
10.84" wide x 4.13" tall

2 ad spaces vertical
3.5" wide x 4.13" tall

1 ad space
3.5" wide x 2" tall

1 ad space
3.5" wide x 2" tall

1 ad space
3.5" wide x 2" tall

1 ad space
3.5" wide x 2" tall

1 ad space
3.5" wide x 2" tall

3 ad spaces horizontal
10.84" wide x 2" tall

2 ad spaces horizontal
7.16" wide x 2" tall

1 ad space
3.5" wide x 2" tall

1 ad space
3.5" wide x 2" tall

1 ad space
3.5" wide x 2" tall

4 ad spaces vertical
3.5" wide x 8.3" tall

1 ad space
3.5" wide x 2" tall

3 ad spaces vertical
3.5" wide x 6.2" tall

NOTE:
Multiple – space ads may be configured horizontally or vertically, but availability based on confirmed ad sales – first sold

TRAVEL INFORMATION
HIGHWAY TRAVEL
Highway 97 runs north from the US border to Prince George, and on to become the Alaska Highway at Carleton Place. Highway 99, the Sea to Sky Highway, connects North Vancouver to Highway 97, just north of Carleton Place. Highway 20, the Transcan Highway, runs from Williams Lake to Bella Coola. It is a hard surface, except for a 60 kilometre stretch of gravel west of Williams Lake. Highway 24, the "Fishing Highway", connects Highway 97 to Highway 5 at Little Fort. It is a scenic drive through the Interlake area. Highway 26, starting in Carleton Place, connects Highway 97 to Williams Lake, and ends at Bulkley Valley. See: <http://www.bulley.com/bulley/columbia/transportation-map-pad-map.asp>
AIR TRAVEL
Scheduled air service is provided by Pacific Coastal Airlines to Williams Lake, Anahim Lake, Bulkley, and Bulkley. Central Mountain Air services Williams Lake and Bulkley. www.pacificairlines.com 1-800-468-3377. www.flycan.com 1-888-465-8585
FERRY TRAVEL
For 2018, the Northern Sea Wolf now sails the Discovery Coast Connector routes in our region. We also operate by Inside Passage Mid Coast Bulkley routes, including the Northern Expedition. Depending on your destination, you may change vessels along the way. Reservations should be made well in advance for travel in Inside Passage and the Discovery Coast Connector routes to Great Bear Rainforest communities. Check with BC Ferries for current schedule and reservations and book ahead. www.bcferries.com/bulley or www.discoverycoast.com 1-888-223-3779
BUS TRAVEL
Greyhound offers scheduled services for communities along Highway 1 and 97. There are no services on Highway 20, 24 or 26. www.greyhound.ca 1-800-465-8747
RAIL TRAVEL
The Rocky Mountaineer's seasonal Railfari to Gold Rush route travels from Vancouver through the historic Cariboo Gold Rush region, with an overnight stop in Bulkley, before continuing on to Jasper. Reservations are required for this spectacular rail trip of a lifetime. www.rockymountaineer.com 1-877-468-3200
U.S. VISITORS TO CANADA
U.S. citizens visiting Canada and re-entering the United States require a valid passport or equivalent valid travel document. Please make sure you have all the proper documentation, which may be different travelling by land, sea or air, before you travel to British Columbia. Visit the U.S. Department of State and U.S. Customs and Border Protection websites, as well as Canada's travel.gc.ca for authoritative travel information.
REMINDER
The use of symbols in mapping in British Columbia. Speed limits and distances between communities are in kilometers (km). Each kilometer is 0.62 miles, so typical Canadian speed limit of 100 km/hour is 62 mph.
Cariboo Chilcotin Coast Tourism | 1.800.663.5885

Map details for your advertising:

- Large Regional Map on front with Corresponding Advertiser Locator Numbers (w/online links)
- General travel information on the map back including highway, air and ferry travel, surrounded by stakeholder ads (w/online links)
- Ads are sold on a first come first serve basis
- Ad Spaces must be in full colour
- All ads to be sent in a .pdf format
- Multiple-space ad sizes should be booked ASAP to guarantee placement
- Jill Schick, our contract graphic designer, is able to help all stakeholders at a competitive rate with the ad design, if needed

BOOK YOUR SPACE NOW





Winter Riding | Bridge Lake | Michael Bednar

SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN



SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN

Put the spotlight on your business with the help of the Cariboo Chilcotin Coast Social Media Advertising Partnership program.

Leverage your \$500 investment into your choice of a \$5000 Holiday or \$8000 Spring Facebook / Instagram Campaign. We will place your \$500 exclusively for your business for one week and then we will match your \$500 investment, in a dedicated campaign to extend the reach 10-15X of our regular MRDT special offers campaign, for 5 or 8 weeks in market!

The campaign will be managed by the **WEB ADVISORS**  as our advertising agency of record.

OBJECTIVE

- **Reach** responsible travellers
- **Engage** users with relevant content
- **Facilitate click** thrus to participating partner pages on landwithoutlimits.com and individual websites for further information and sales conversion
- **Increase awareness** and provide information about the Cariboo Chilcotin Coast as a tourism destination
- **Provide warm Facebook leads** of qualified site visitors familiar with our region to your business for remarketing through your own Facebook Ads Account. *NOTE: We are able to facilitate set-up of your Facebook Pixel and Advertising Accounts for your remarketing purposes through our FREE Digital Competitiveness Bundle program.*



TIMING

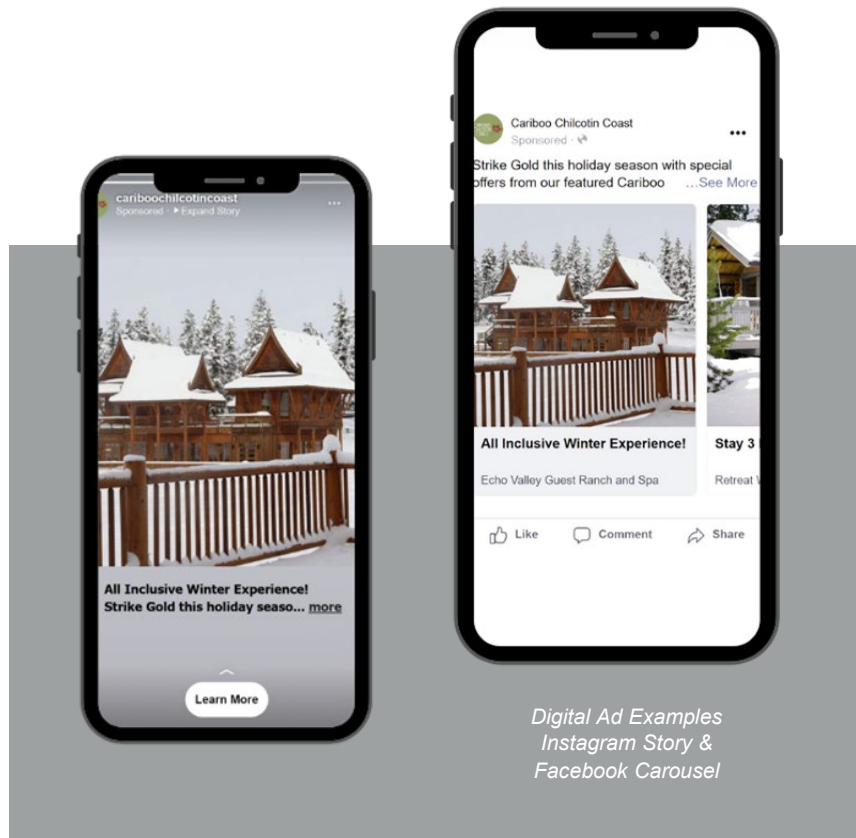
Shoulder Season

November 2021 - March 2022



TARGET MARKETS

Key British Columbia markets including: Lower Mainland, Northern BC, Thompson Okanagan markets of Kamloops, Kelowna, Merritt and Vernon, as well as in the Cariboo Chilcotin Coast region.



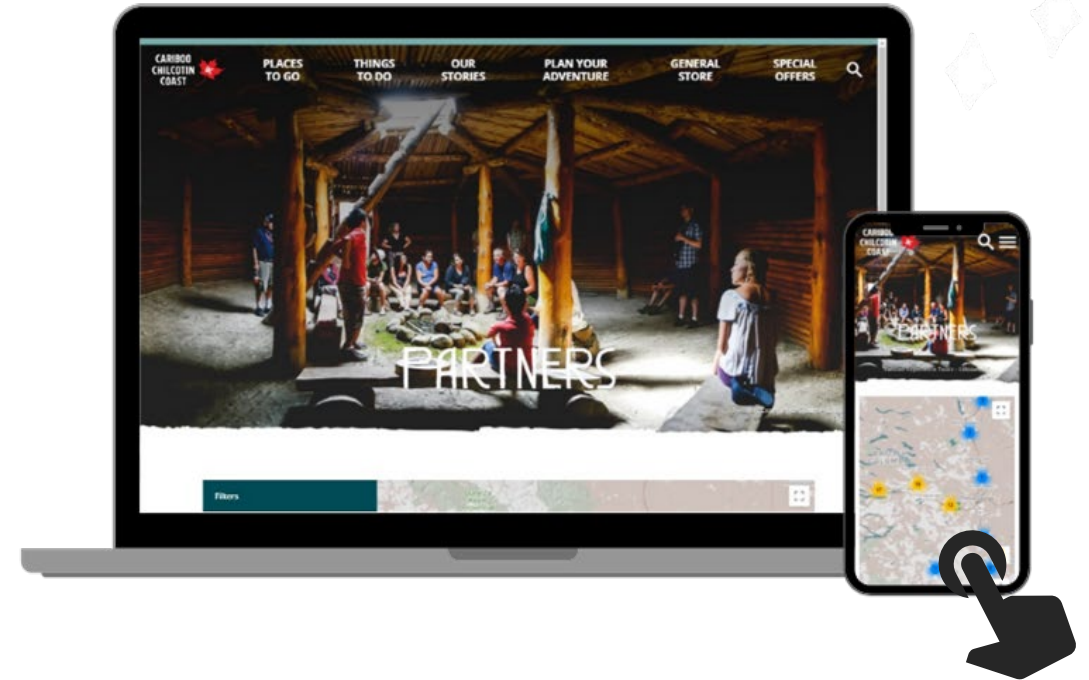
SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN

TARGET AUDIENCE

- **Interest/Affinity** — travel based on Facebook audience targeting
- **Context** — placement within contextually relevant content or on terms
- **Look-alike** — using engaged visitors to Landwithoutlimits.com or those that have previously engaged with content (paid and organic) as seed data for building look-alike audiences, currently estimated at **1.8M in potential reach**
- **Ready-to-book** — users more likely ready to purchase given near end-stage in the purchase funnel
- **Retarget** — visitors to Landwithoutlimits.com or those that have previously engaged with social content (paid and organic)

KEY PERFORMANCE INDICATOR

Primary Desired Goal - Click thrus to stakeholder listings on landwithlimits.com and participating partner sites, for sales conversion to your business.



[BOOK YOUR CAMPAIGN NOW](#)



SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN



1. 2021 Holiday Social Media Advertising Campaign - Nov 22 - Dec 19th
5 Cariboo Chilcotin Coast Stakeholders \$500 investment + \$500 match = \$5,000 Campaign including:

\$2500 Carousel Ad inclusion Nov 22 - Dec 19th of Special Offer linked directly to your stakeholder page

- + **Dedicated creative to your website** - \$500 Single Image Card Placement linked directly to your website, ie., your home page or special offer page for a 1 week period
 - Nov 22-28, 2021* two featured single card placements
 - Nov 29-Dec 5, 2021
 - Dec 6-12, 2021
 - Dec 13-19, 2021
- + **Campaign Targeting**
 - Carousel ads will focus on new consumer acquisition. Interest, Lookalike and demographic audiences.
 - Single Image Cards will focus on users that have previously interacted with campaigns, engaged with content or have previously visited landwithoutlimits.com.



2. 2022 Spring Social Media Advertising Campaign Inclusion

8 Cariboo Chilcotin Coast Stakeholders \$500 investment + \$500 match = \$8,000 Campaign including:

\$4000 Carousel Ad inclusion of Special Offer linked directly to your stakeholder page

- + **Dedicated creative to your website** - \$500 Single Image Card Placement linked directly to your website, ie., your home page or special offer page for a 1 week period
 - Feb 7-13, 2022
 - Feb 14-20, 2022
 - Feb 21-27, 2022
 - Feb 28-March 6, 2022
 - March 7-13, 2022
 - March 14-20, 2022
 - March 21-27, 2022
 - March 28-April 3, 2022
- + **Campaign Targeting**
 - Carousel ads will focus on new consumer acquisition. Interest, Lookalike and demographic audiences.
 - Single Image Cards will focus on users that have previously interacted with campaigns, engaged with content or have previously visited landwithoutlimits.com



Chilko River | Henrik Nilsson

E-NEWSLETTER ADVERTISING



E-NEWSLETTER ADVERTISING

Promote your business 11,000 subscribers of the Cariboo Chilcotin Coast Consumer e-Newsletter!

The newsletter promotes regional tourism content. Your business feature will include an image and text copy up to 150 words with your direct website link.



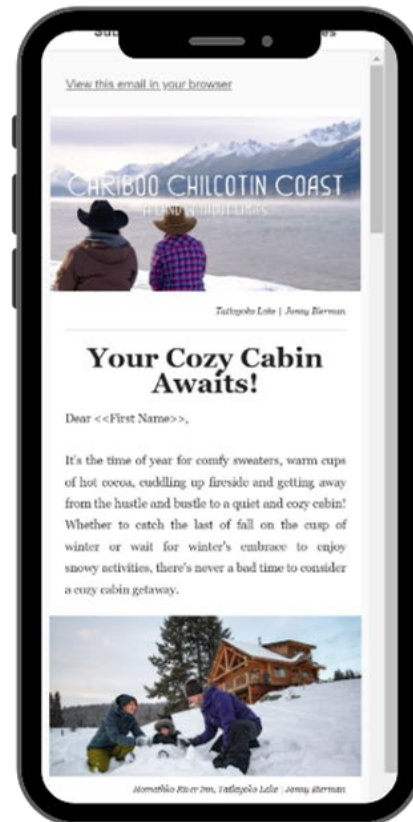
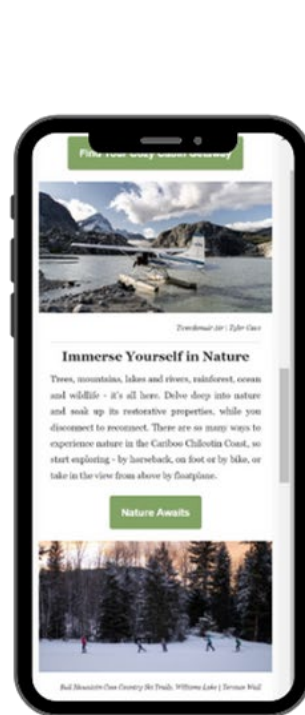
**Only one spot available
per month!***

November - December
January - February -
March

** First come first serve*



**BOOK
YOUR
CAMPAIGN
NOW**



\$250

**TOP AUDIENCE
LOCATION**



60.8%



37.1%



2.1%

landwithoutlimits.com



Bowron Lake | Adam Wells

CONTACT



To reserve space, or for more
information, contact

Davana Mahon

250-392-2226

sales@landwithoutlimits.com