



MARKETING OPPORTUNITIES MEDIA KIT

CARIBOO
CHILCOTIN
COAST 

landwithoutlimits.com



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


36.3 M

Social Impressions

 17.5 M
 5.1M

Top User Locations

 BC
Alberta
Ontario

Nuxalk Nation | Eric Berger



*Annual Report April 1st 2022 - March 31st 2023

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CARIBOO
CHILCOTIN
COAST 



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!

Cariboo Chilcotin Coast Travel Guide

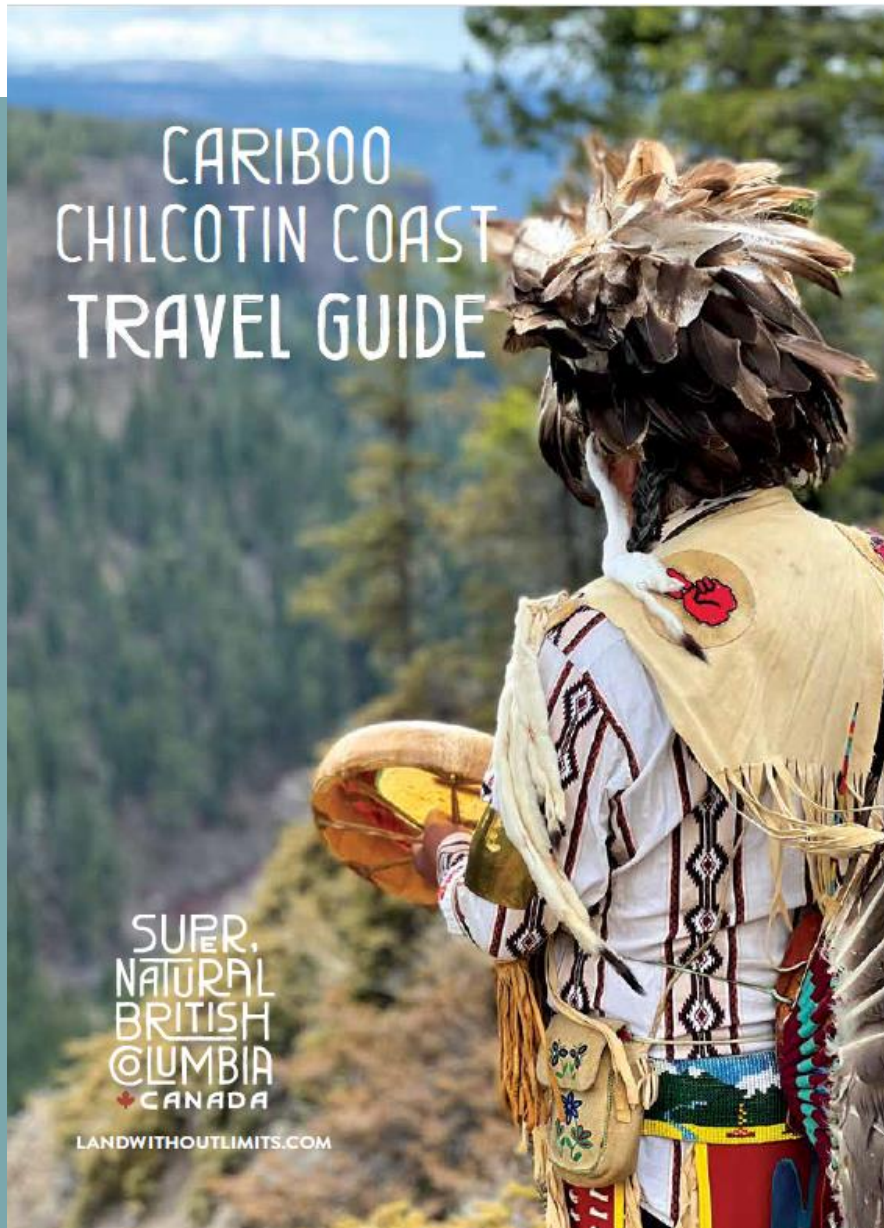
The 2024 Travel Guide will deliver a combination of inspirational and practical content we want to provide for travelers. By focusing on our region's storytelling and featuring main local points of interest and landmarks, experiences visitors can enjoy, our historical and cultural heritage; serving as a hands-on travel planning tool. The guide will still have a streamlined layout and the same page count as its last version, while representing your communities and the iconic activities of the region.

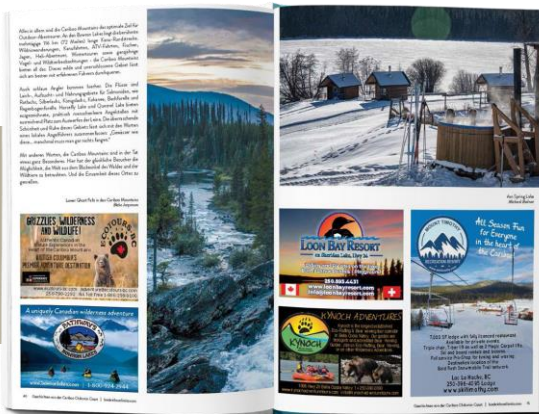
The **40,000 glossy printed guides** will be widely distributed, and YOUR business will be seen in ...

- 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 30% 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:

- Jan 12th, 2024

Ad Materials Deadline:

- Jan 12th, 2024

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	\$245 (discounted price)
2	Directory Listing	3.5" x 1.14"	\$350
3	1/8 Page (horizontal)	3.5" x 2.3"	\$500
4	1/4 Page (vertical)	3.5" x 4.875"	\$950
5	1/2 Page (horizontal)	7.25" x 4.875"	\$1,900
6	1/2 Page (vertical)	3.5" x 10"	\$1,900
7	Full Page	8" x 10.75" (live area 7.5" x 9.5")	\$3,750
8	Full Page (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")	\$3,750
9	Inside Front /Back Page (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")	\$4,500
10	Back Cover (bleed)	8.5" x 11.25" (live area 7.5" x 9.5")	\$5,000
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"	
Inside Front /Back Page (bleed)	(live area 7.5" x 9.5") 8.5" x 11.25"
Back Cover (bleed)	(live area 7.5" x 9.5") 8.5" x 11.25"

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: marketing@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 1 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.

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BOOK YOUR SPACE NOW

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Bowron Lake | Adam Wells

CONTACT



To reserve space, or for more information,
contact

Rodrigo Landim

250-392-2226

marketing@landwithoutlimits.com