



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



5.1 M

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



Turner Lake South Tweedsmuir | Kari Medig

REGIONAL MAP PAD



VISITORS LOVE OUR MAPS!

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!

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



Materials Deadline: Jan 12th, 2024

- 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 Shows in Canada and the United States.
- BC Visitor Centre Network
- Stakeholder/Operator Businesses
- In-Region Distribution

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

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 Dawson Creek. Highway 99, the Sea to Sky Highway, connects North Vancouver to Highway 97 just north of Coquitlam. Highway 20, the Freedom Highway, connects from Williams Lake to Bulkley. It is a hard surface, except for a 60 kilometre stretch of gravel southeast of Bulkley 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 at Hazelton, connects Highway 97 to Bulkley, and ends at Bulkley Lake. See: <http://www.bulldog.com/bulldog/columbia/transportation-map/maps.aspx>
AIR TRAVEL
Scheduled air service is provided by Pacific Coastal Airlines to Williams Lake, Bulkley Lake, Bulkley, and Bulkley. Central Mountain Air services Williams Lake and Hazelton. www.pacificairlines.com 1-800-468-3822. 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 are also serviced 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 on Inside Passage and the Discovery Coast Connector routes to Great Bear Rainforest communities. Check with BC Ferries for current schedules and reservations and book ahead. www.bcferries.com/schedules or www.bcferryservice.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 1-800-468-5747
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 Hazelton, 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 website, as well as Canada's travel.gc.ca for authoritative travel information.
REMINDER
The use of statistics in marketing in British Columbia. Speed limits and distances between communities are in kilometres (km). Each kilometre 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
- Our contract graphic designer, is able to help all stakeholders at a competitive rate with the ad design, if needed

Item #	Available Ad Options	Width (inches)	Height (inches)	Rate (+GST)
1	1 Space	3.50	2.00	\$400
2	2 Spaces – Horizontal	7.16	2.00	\$725
3	2 Spaces – Vertical	3.50	4.13	\$725
4	3 Spaces – Horizontal	10.84	2.00	\$950
5	3 Spaces – Vertical	3.50	6.20	\$950
6	4 Spaces – Horizontal	7.17	4.13	\$1,100
7	4 Spaces – Vertical	3.50	8.30	\$1,100
8	6 Spaces – Horizontal	10.84	4.13	\$1,500

BOOK YOUR SPACE NOW

landwithoutlimits.com



Bowron Lake | Adam Wells

CONTACT



To reserve space, or for more information,
contact

Rodrigo Landim

250-392-2226

marketing@landwithoutlimits.com