

VISITORS' CHOICE Vancouver

Media Kit 2023

AD RATES & INFORMATION

AD SIZE	SPRING/SUMMER/FALL	METRO VANCOUVER	WINTER	CHRISTMAS
DURATION	6 MONTHS	12 MONTHS	6 MONTHS	2 MONTHS
Full page	\$3,200	\$1,200	\$2,000	\$1,200
1/2 H or V	\$2,000	\$800	\$1,500	\$800
1/3 H	\$1,200	\$600	\$1,000	\$600
1/4 H or V	\$1,000	\$400	\$800	\$400
1/6 H or V	\$600	\$400	\$500	\$250
Listing with photo or logo	\$300	N/A	\$300	N/A
Cover Wrap	\$1,000	\$1,000	\$1,000	\$1,000

Preferred Placement:

Inside Front Cover
Inside Back Cover
Outside Back Cover
Feature Sections:
Family Fun, Fine Dining,
Good Eats, After Dark
Placement on Maps
*surcharge may apply

Book an Ad with Visitors Choice and be included in Vancouver's Attraction Pass distributed via Expedia, Inbound Tour Operators, Conferences, Hotel Concierges and Airline partners to 1000's of Visitors

Distribution:

Visitors' Choice Vancouver has audited circulation by Certified Folder & delivered to 125 Attractions, Hotels, & Tourism Businesses. In addition we are distributed daily/year round Downtown, and by contract with TFX Media. We deliver to all downtown & Richmond Hotels, Concierges, the Cruiseship Terminal, West Coast Sightseeing Kiosk at Canada Place, Convention Centre West & East desk, Tourism Vancouver Convention Desks, and BC Ferries. Our Metro Vancouver edition is distributed throughout the Lower Mainland outside the downtown core from Vancouver to Hope twice per year.

Digital Requirements:

- All matter within a Full Page ad must be at least 1/4" from page edges.
- Acceptable file formats: PDF and Adobe Illustrator files with fonts converted to outlines.
- Resolution: 300 dpi. Colour: CMYK.
- Please include trim marks, crop marks and bleed [if any].
- Black backgrounds should be 100% black [no process colours] for optimal results. Please keep reversed type to at least 7 points.
- Visitors' Choice will communicate with our printers to obtain best results; however, it assumes no responsibility for faulty registration "or other printer errors.
- **EXCLUSIVE FRONT COVER –** We can provide your hotel or business with your own exclusive front cover for any of our publications. Increase your branding and provide a great resource to your customers. Starting at only \$1000.00 per issue; Ask us how!!

CIRCULATION AND DEADLINES:

ISSUE	SPRING/SUMMER/FALL	METRO VANCOUVER	WINTER	CHRISTMAS
Duration	Six Months	12 Months	Six Months	2 Months
Reserve Space	May 5, 2023	May 5, 2023	October 9, 2023	October 9, 2023
Material Due	May 5, 2023	May 5, 2023	October 9, 2023	October 9, 2023

HEAD OFFICE:

1133 West Hastings Street, Suite 1902 Vancouver, BC V6E 3T3 | Tel: 604-568-0095 | Fax: 604-694-2488

Email: randy@cityrewards.io

AD DIMENSIONS

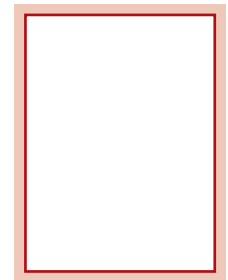
AD SIZE (W x H)	NON-BLEED (to page edge)	WITH BLEED (+ .125")
Double page spread	10.25" x 8.125"	10.5" x 8.375"
Full Page	5.125" x 8.125"	5.375" x 8.375"
1/2 Horizontal	4.375" x 3.687"	n/a
1/2 Vertical	2.125" x 7.5"	n/a
1/3 Horizontal	4.375" x 2.125"	n/a
1/4 Horizontal	4.375" x 1.75"	n/a
1/4 Vertical	2.125" x 3.25"	n/a
1/6 Horizontal	2.875" x 1.75"	n/a
1/6 Vertical	1.375" x 3.687"	n/a



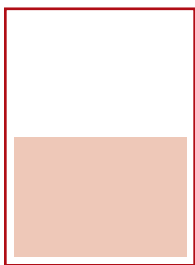
Double Page Spread
10.25" W x 8.125" H
with bleed
10.5" W x 8.375" H (bleed margin is .25")



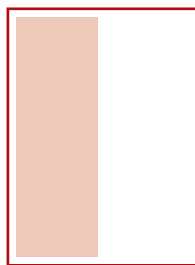
Full Page
5.125" W x 8.125" H



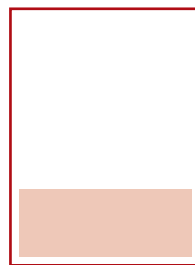
Full page with bleed
5.375" W x 8.375" H
(bleed margin is .25")



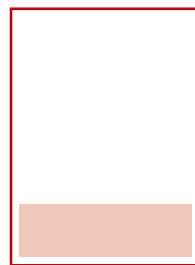
1/2 Page Horizontal
4.375" W x 3.687" H



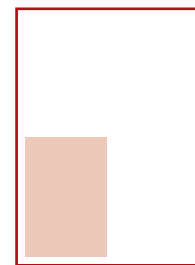
1/2 Page Vertical
2.125" W x 7.5" H



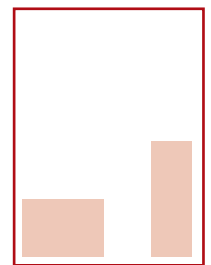
1/3 Page Horizontal
4.375" W x 2.125" H



1/4 Page Horizontal
4.375" W x 1.75" H



1/4 Page Vertical
2.125" W x 3.25" H



1/6 Page Horizontal
2.875" W x 1.75" H
1/6 Page Vertical
1.375" W x 3.687" H

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