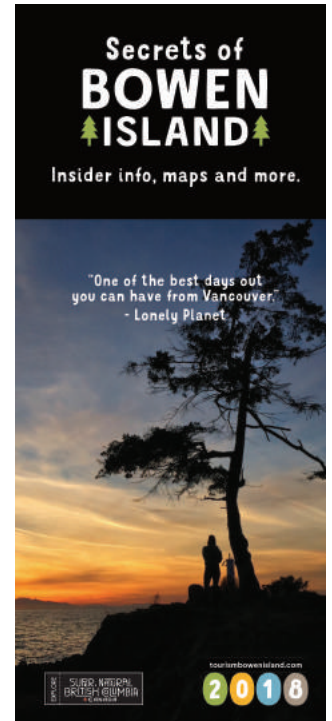


# 2019 Secrets Brochure & New Bowen Map

*promoting tourism • enhancing visitor experiences • showcasing your business, services, products*

- 2018 was a busy tourism year: The Visitor Information Centre assisted over **21,000 visitors** – a **45% increase** over 2017. BC Ferries has recorded year-to-date (April - September) a 4% vehicle increase and a 5% passenger increase.
- The 2018 Secrets of Bowen Island Brochure was a huge success with **40,000 copies** flowing off the display racks on the **Queen of Capilano** and the **Visitor Information Centre**. The Secrets brochure was also widely distributed through **YVR, Tourism Vancouver, Downtown and Metro Vancouver hotels and tourist attractions**. It's available digitally to **national and international audiences** and it's **Bowen Island's official tourism publication**.
- To respond to increased visitor demands and to provide enhanced visitor services we're **creating a new map** that will be distributed at the Visitor Info Centre and various locations on Bowen. This carefully designed and user-friendly tear-away map will assist both foot and vehicle visitors, highlighting the island's key attractions, including popular trails, beaches, parks, sites and, of course, Bowen's unique cultural offerings - shops, galleries, restaurants, etc.
- You now have **two excellent and proven marketing formats** to showcase your business and drive visitors to your door. Outlined on the next page are the key features and audiences of each publication. The Secrets brochure lures audiences to Bowen and our new map is the fulfillment piece once visitors arrive. We want to **help you tap into Bowen's growing tourism market** and to maximise your marketing dollars and efforts. **Book an ad in both publications and you'll save \$.**



## Our guarantee to you . . .

- Tourism Bowen Island is **your association**: our mission is to support and represent our membership, promote sustainable tourism, drive visitation, and facilitate economic development through tourism.
- As a registered nonprofit, when you advertise in our publications, **your dollars stay in the community**, benefit the community, and support our work and services ---- which **return full circle back to you**, as **benefits and services to your business**. Thank you for your support!

**Don't miss your chance to be in the 2019 editions of Secrets of Bowen Island brochure and the new Bowen Island Visitor Map. Publication details next page.**

**Booking Deadline: Tuesday November 20, 2018.**

**Fill out the attached order form, book online, email or phone**

**Jody @ 604-200-2399 for more information on how your business can benefit.**



# 2019 Secrets of Bowen Island Brochure

Save 10%  
Members save on all ads



- Bowen Island's official marketing publication – attracts and lures visitors.
- Don't miss your chance to raise awareness and drive more visitors to your door.
- 35,000 copies distributed throughout BC via high-traffic visitor outlets.
- Digital format extends reach to national and international audiences - limitless exposure.
- Professionally designed by islander Chris Staples and his Rethink team. The guide features many local photographers.

## Distribution 35,000 copies across BC

- BC Ferries terminals & Queen of Capilano
- Vancouver International Airport
- Vancouver Super Cities - Visitor Marketing Program - distributed to 326 sites including Vancouver hotels & concierges, motels, car rental offices, restaurants, tourism & shopping mall visitor centres, etc.
- Bowen Island Visitor Information Centre & island accommodations, restaurants & retail
- Tourism Vancouver Info Centre
- Destination BC

- Brochure ad rates are the same as 2018 - no increase.
- Members receive 10% discount on all ads.
- Ad specifics same as previous year. If rebooking no need to change creative. See ad specification sheet.
- **Combine and save:** book a Secrets brochure ad and a new map ad to save more \$ and increase exposure.

# 2019 New Visitor Map



- User-friendly maps and guide. Features the key information that visitors want: trails, beaches, parks, sights *and* where to eat, shop, things to do, places to see.
- If you want visitors to find your business, you want to be in this map.
- Professionally designed by Rethink.
- Maps, roads and trails will be updated and comprehensive, including topographic details.

- 20,000 double-sided colour copies printed. This will be the main map distributed via the Bowen Island Visitor Information Centre. Also available for use by Bowen businesses and organizations.



# ORDER FORM • 2019 SECRETS BROCHURE & NEW BOWEN ISLAND MAP



- Book your advertising online at <https://www.tourismbowenland.com/promotions/>
- Or fill out this form, scan and email to: [info@tourismbowenland.com](mailto:info@tourismbowenland.com) or call Jody at 604-200-2399 to arrange pickup.
- You will receive an invoice once your order is processed and full payment is due upon receipt and prior to going to print.
- **BOOK EARLY! SPACE IS LIMITED**
- **BOOKING DEADLINE: TUESDAY NOVEMBER 20, 2018**
- **PUBLICATION DATE: FEBRUARY 2019**
- Ads will be booked on a first-come-first-served basis.
- Advertising rates are for brochure and map placement only and do not include ad design. If you need to design an advertisement, we can provide creative services. Please ask about our rates.
- Advertisers who need assistance with adapting an existing ad to these specifications can contact Jody at 604-200-2399 or [info@tourismbowenland.com](mailto:info@tourismbowenland.com). Minor adaptations are offered at no-charge, but major redesigns will require a fee.

Advertiser Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Select your ads and membership. Members receive 10% discount on ads except for discounted map ads bought in combination with a Secrets brochure ad. You'll receive an invoice after submitting your booking.**

## SECRETS OF BOWEN ISLAND BROCHURE ADS

SIZE: Full Page is 4" wide x 9" high

<input type="checkbox"/> 1/8 panel:	\$329.00
<input type="checkbox"/> 1/4 panel - vertical:	\$579.00
<input type="checkbox"/> 1/4 panel - horizontal:	\$579.00
<input type="checkbox"/> 1/2 panel:	\$879.00
<input type="checkbox"/> Full Panel:	\$1379.00
<input type="checkbox"/> Back Cover:	please inquire
<input type="checkbox"/> Special Placement:	add 20%
<input type="checkbox"/> Visitor Accommodation Listing:	\$99
<input type="checkbox"/> Visitor Accom. Map Placement:	\$59
<input type="checkbox"/> Visitor Listing w/Display Ad:	free

## NEW BOWEN ISLAND MAP ADS

\* AD SIZES to be confirmed before production

<input type="checkbox"/> Small text block 2"x1":	\$199.00
<input type="checkbox"/> Small text block <i>with Secrets ad</i> :	\$99.00
<input type="checkbox"/> Medium block w/image 2"x2":	\$299.00
<input type="checkbox"/> Medium block <i>with Secrets ad</i> :	\$199.00
<input type="checkbox"/> Large block w/image 2"x3":	\$399.00
<input type="checkbox"/> Large block <i>with Secrets ad</i> :	\$299.00

## MEMBERSHIPS - TOURISM BOWEN ISLAND

<input type="checkbox"/> Basic Business: \$99.00	<input type="checkbox"/> Non-profit Basic: \$49.00
<input type="checkbox"/> Plus Business: \$199.00	<input type="checkbox"/> Non-profit Plus: \$99.00
<input type="checkbox"/> Premium Bus: \$299.00	<input type="checkbox"/> N-P Premium: \$199.00





# DESIGN & SUBMISSION INFORMATION • SECRETS BROCHURE & MAP



## ADVERTISING SUBMISSIONS

- **SPACE IS LIMITED. DEADLINE FOR BOOKING IS TUESDAY NOVEMBER 20, 2018**
- Place your booking online at <https://www.tourismbowenland.com/promotions/> or email [info@tourismbowenland.com](mailto:info@tourismbowenland.com)
- You will receive an invoice payable upon receipt. Payment assures your brochure ad.
- **Ad copy and artwork due on or before Tuesday November 27, 2018.**
- Cost to design your business ad is not included in the Display Ad Rates.
- Advertisers requiring design assistance or ad adaptations can contact Jody Lorenz.
- A hard copy and a digital copy of your completed ad must be submitted complete with the designer's name and contact information.
- Email digital copies of your ad. Files must be smaller than 5 MB.
- Upon receipt of the digital ad, advertisers will be notified of any problems, and in the event of necessary changes, advertisers will be charged (at a rate of \$50 per hour) for all work required to convert supplied advertising material to the printer's requirements.
- **For more information please contact Jody Lorenz at 604-200-2399 or email [info@tourismbowenland.com](mailto:info@tourismbowenland.com)**

## NEW VISITOR MAP

- User-friendly, two-page colour double-sided printed visitor maps and key information.
- This tear-away map will be the main map used and distributed through the Visitor Information Centre. Map will also be available for use and distribution by businesses and organizations on Bowen.
- Professionally designed by Rethink. Exact advertisement sizes to be confirmed once final design completed.

AD TYPE	AD SIZES
Small text box	2" x 1"
Medium text box & image	2" x 2"
Large text box & image	2" x 3"

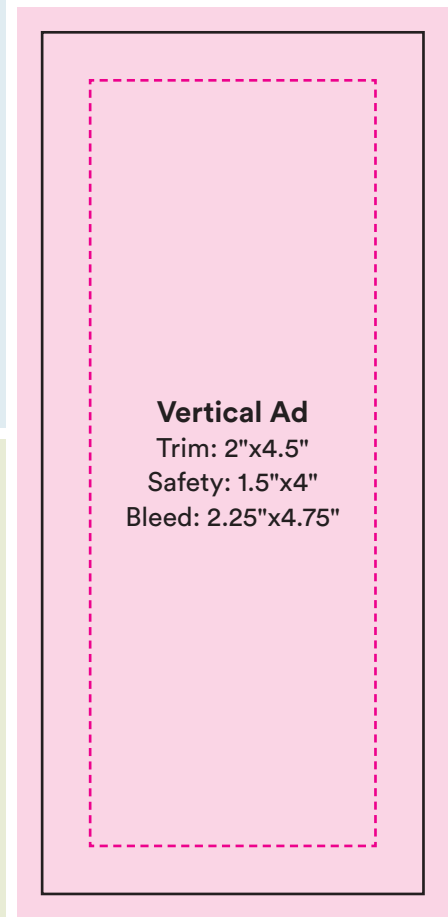
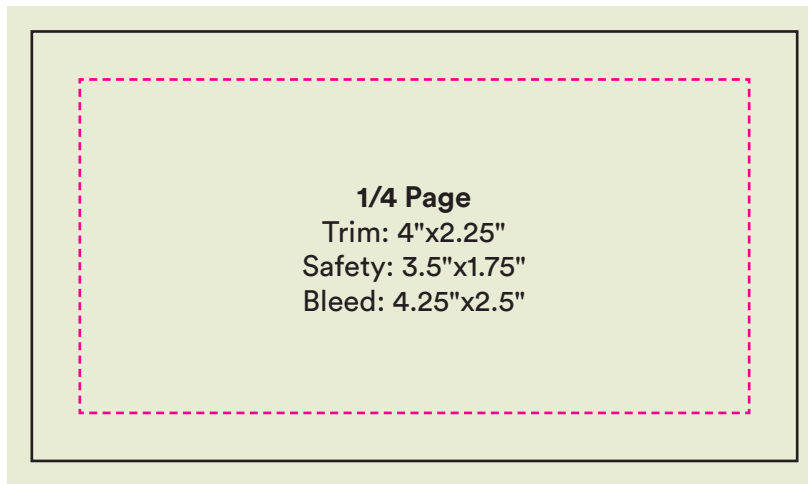
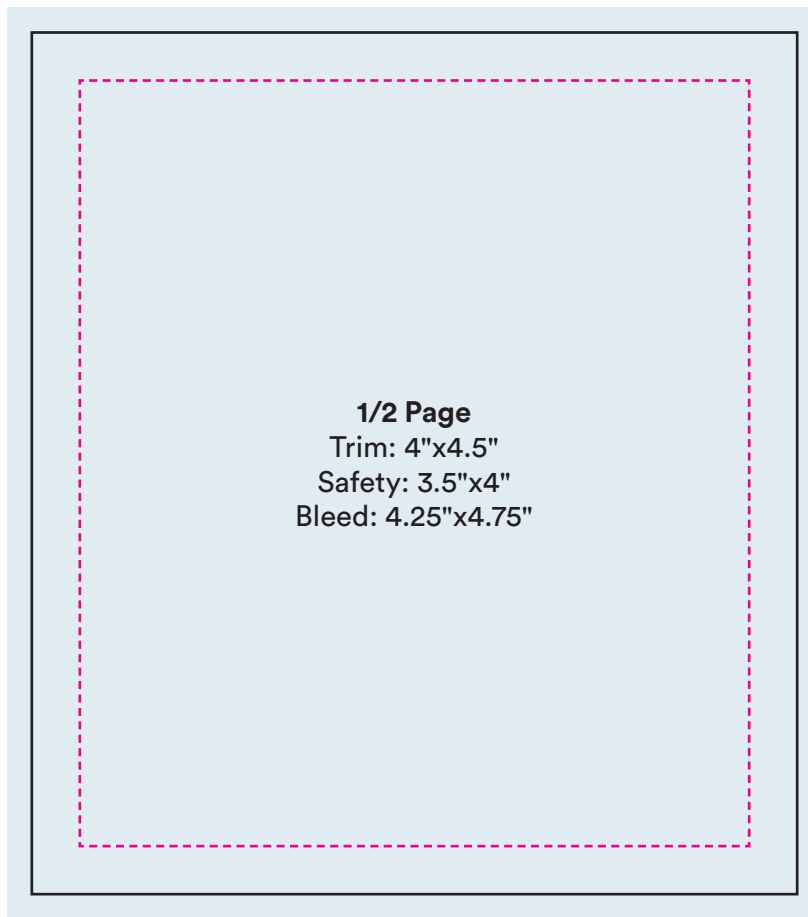
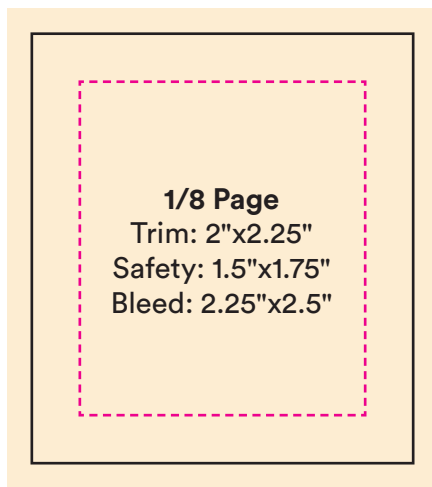
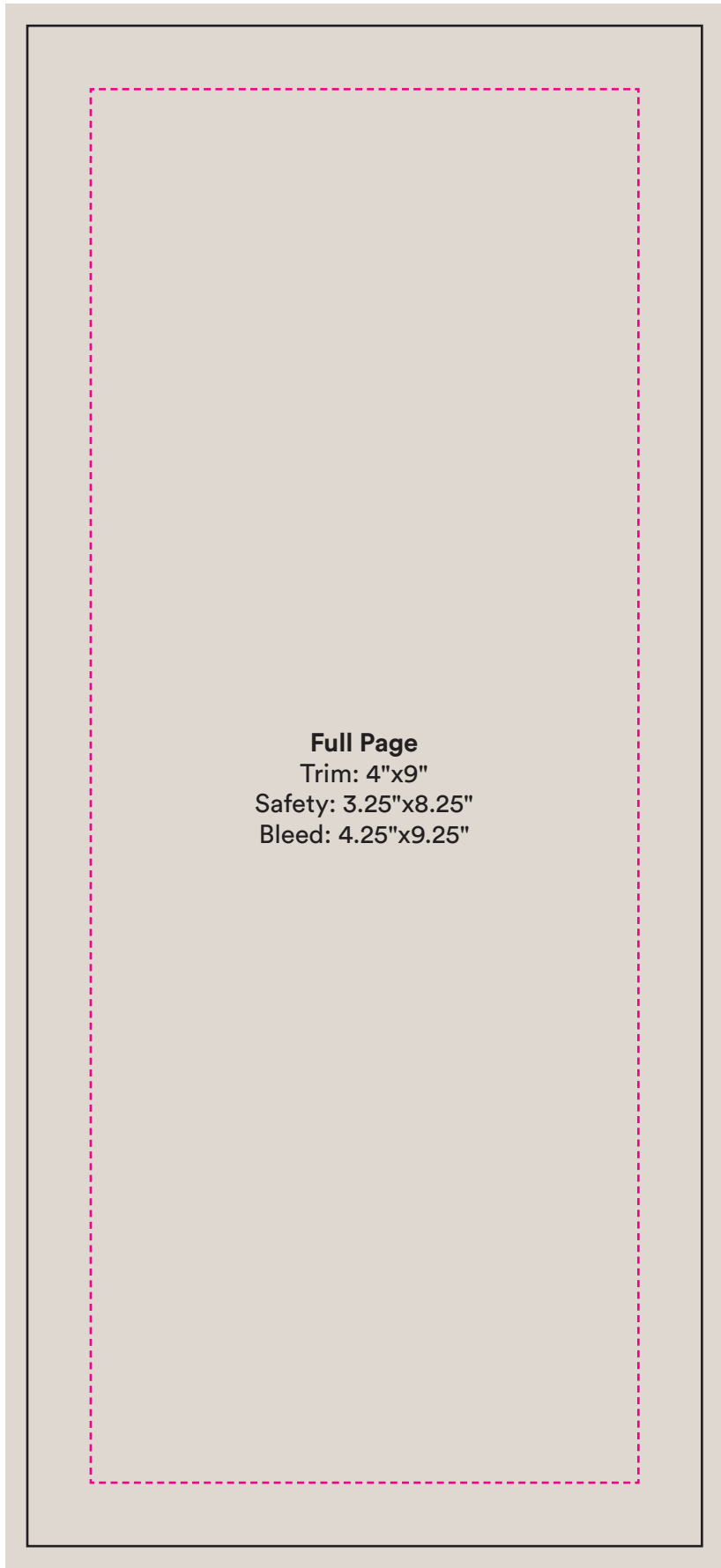
## SECRETS BROCHURE MECHANICALS/SIZE

- 20 Pages. Size is 8"x9". Advertising ad panels are 4"x9" or smaller.
- All display ad advertisers will be listed in the map section free of charge.
- An additional \$59 for Visitor Accommodation map placement on full map only.

AD TYPE	AD SIZES	SAFETY/BLEEDS REQUIRED
1/8 Panel	2" x 2.25"	Safety: 1.5" x 1.75" Bleed: 2.25" x 2.5"
1/4 Panel - Horizontal	4" x 2.25"	Safety: 3.5" x 1.75" Bleed: 4.25" x 2.5"
1/4 Panel - Vertical	2" x 4.5"	Safety: 1.5 x 4" Bleed: 2.25" x 4.75"
1/2 Panel	4" x 4.5"	Safety: 3.5" x 4" Bleed: 4.25" x 4.75"
Full Page - Inside	4" x 9"	Safety: 3.25" x 8.25" Bleed: 4.25" x 9.25"

## DIGITAL FILES

- The following formats are acceptable: EPS, TIFF, PDF
- Photography must be 300 dpi and CMYK (not RGB).
- Black and White ads must be 600 dpi, halftones at 300 dpi. Adobe Photoshop 4.0 or later.
- An accurate hard copy colour proof of your ad is required along with your digital artwork.



**LEGEND**

**Full Page**  
 Trim: 4"x9"  
 Safety: 3.25"x8.25"  
 Bleed: 4.25"x9.25"

**1/2 Page**  
 Trim: 4"x4.5"  
 Safety: 3.5"x4"  
 Bleed: 4.25"x4.75"

**1/4 Page**  
 Trim: 4"x2.25"  
 Safety: 3.5"x1.75"  
 Bleed: 4.25"x2.5"

**1/8 Page**  
 Trim: 2"x2.25"  
 Safety: 1.5"x1.75"  
 Bleed: 2.25"x2.5"

**Vertical ad**  
 Trim: 2"x4.5"  
 Safety: 1.5"x4"  
 Bleed: 2.25"x4.75"



**CLIENT:** Bowen Island  
**JOB NAME:** Press Kit  
**DOCKET #:** X16-1336  
**POSTING:** None  
**FORMAT:** Ad Space

**FILE BUILT @:** 100% (1" = 1")  
**FILE TRIM:** 8" x 9"  
**FILE SAFETY:** None  
**FILE BLEED:** 8.25" x 9.25"

**PPI AT FINAL SIZE:** None  
**FINAL TRIM:** 8" x 9"  
**FINAL SAFETY:** 8" x 9"  
**FINAL BLEED:** 8.25" x 9.25"

**SIGN OFF:**

**STUDIO:** \_\_\_\_\_  
**PRODUCER:** \_\_\_\_\_  
**WRITER:** \_\_\_\_\_  
**ART DTR:** \_\_\_\_\_  
**ACCT MGR:** \_\_\_\_\_  
**CLIENT:** \_\_\_\_\_  
**PROOFER:** \_\_\_\_\_

**Cyan**  
**Magenta**  
**Yellow**  
**Black**

**OUTPUT SCALE:** None  
**FONT:** None

**PROOF #:** 2  
**DATE:** 11-16-2016 3:47 PM