



2024 Visitor Map & Guide

showcase your business • enhance visitor experiences • support responsible visits

Do you want visitors to find your business?

Do you want to support responsible and sustainable visits?

♥ **Support Local:** Tourism Bowen is the island's nonprofit that supports your business and the community. Keep your dollars local to support local.

Note: this is the only map/guide distributed through the Bowen Visitor Centre so it offers a wider distribution than the competition. All off-island distribution is the same so no need to advertise in two maps.

Fast facts ...

- 35,000 copies printed & distributed via the Queen of Capilano, YVR, Vancouver hotels and visitor hubs, including Destination Vancouver.
- 25,100 people assisted by staff summer 2023 at Visitor Centre & Kiosk
- 187,894 visitors estimated 2022 (Apr 1/22 - Mar 31/22) or 29.6% of total ferry passengers
- #1 Website – TBI's website is top return for "Bowen Island" searches
- Over 88,000 – website users June 1 - Dec. 31, 2023
- Digital map extends reach and is downloadable

Our guarantee to you ...

- Tourism Bowen Island is **your association** and our mission is . . .
 - To **support and represent you**, our membership, and our community.
 - To promote **sustainable tourism** and facilitate **economic development** through tourism.
 - To **responsibly manage visitors**, helping to protect our natural habitats and our vibrant community.
- 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. Tourism Bowen Island is a **registered non-profit**. Thanks for supporting local.

Don't miss your chance to be in the 2024 Visitor Map & Guide.

Advertising Booking Deadline: February 29, 2024.

Fill out the attached order form or email Jody at admin@tourismbowenisland.com for more information on how your business can benefit.





ORDER FORM • 2024 VISITOR MAP & GUIDE • LIMITED SPACE



- Fill out this form, scan and email to: info@tourismbowenland.com or email Jody 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.**
- Find more information on our Membership & Promotions webpage www.tourismbowenland.com

• BOOK EARLY! SPACE IS LIMITED

• BOOKING DEADLINE: February 29, 2024

- Ads will be booked on a first-come-first-served basis. So tell us A.S.A.P. if you wish to book an ad.
- Advertising rates are for 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 email Jody at 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: _____

If you want to advertise in the map, email as soon as possible. Advertising space is limited. Members receive 10% discount on advertisements. You'll receive an invoice after submitting your booking.

VISITOR MAP & GUIDE ADS • 35,000 COPIES
price includes printing & distribution off & on Bowen

MEMBERS RECEIVE 10% OFF LIST PRICES

<input type="checkbox"/> Small Ad 2"x2"	\$425.00 (1.2¢ per map)
<input type="checkbox"/> Medium Ad 3"x2" (or 2x3")	\$650.00 (1.8¢ per map)
<input type="checkbox"/> Large Ad 4"x2" (or 2x4")	\$875.00 (2.5¢ per map)
<input type="checkbox"/> Block Ad 4"x3" (or 3x4")	\$1,150 (3.2¢ per map)
<input type="checkbox"/> Back Cover 4"x9"	\$3,500 (10¢ per map)

**preferred placement is available at 20% additional cost*

NOT A MEMBER?

Memberships renew May 1. You can join anytime and your membership will be prorated.

AD SUBMISSION DETAILS • CREATIVE DUE MARCH 18, 2024

- The map will be produced with InDesign for MacIntosh.
- 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.
- For more info email info@tourismbowenland.com
- 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.

Invoices must be paid in full to ensure advertising.