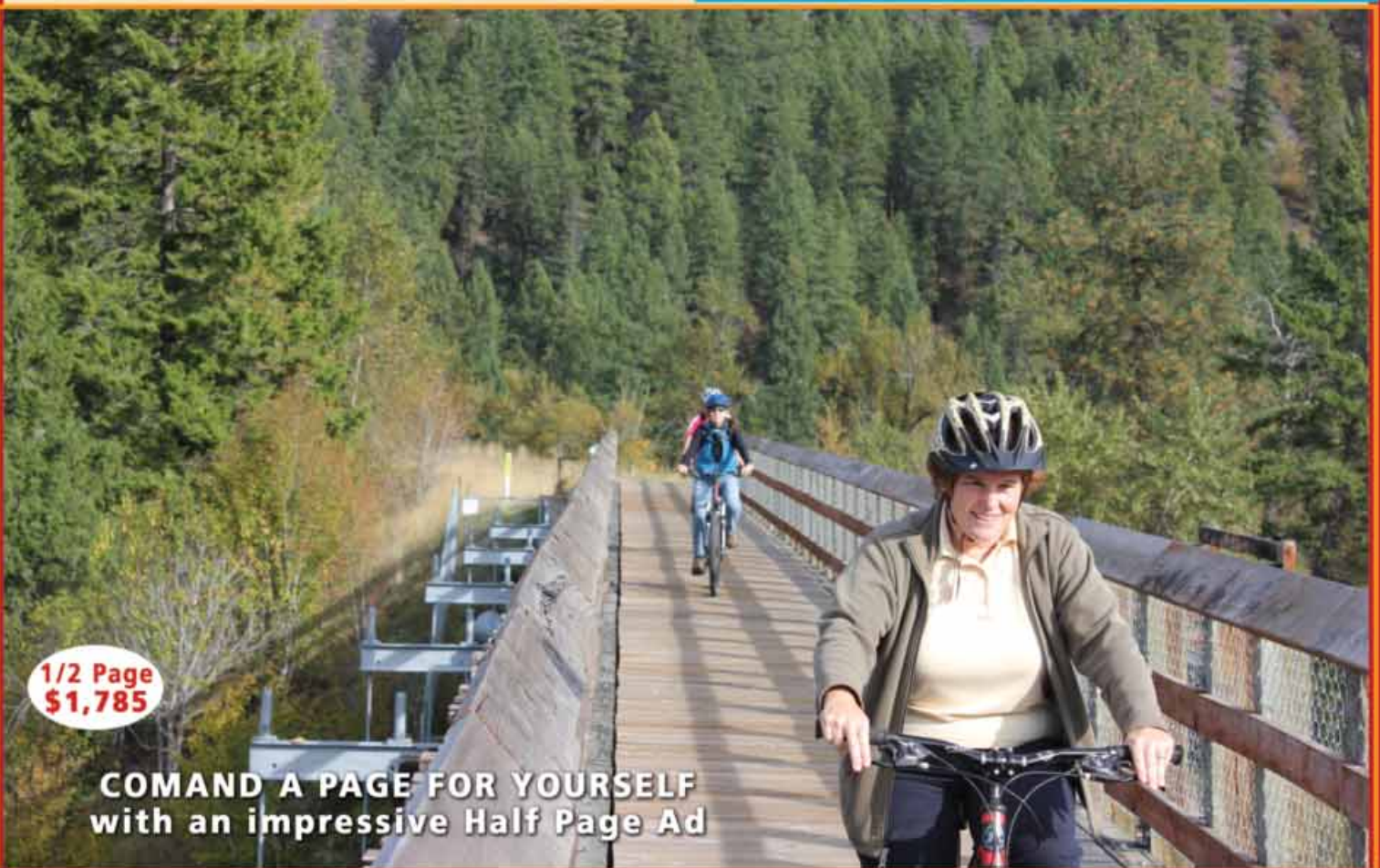


2018 Kettle Valley Express Advertising Rates and Sizes

Inside Double Cover \$6,750 Inside Back Cover \$4,100
Back Cover \$4,525 Full Page \$3,250



**An Opportunity not to be missed
Don't get left
standing on the platform!**



**1/2 Page
\$1,785**

**COMAND A PAGE FOR YOURSELF
with an impressive Half Page Ad**

GET THE AD SIZE YOU DESERVE!
Ask about our early booking payment plan!

**Booking & Final Payment Deadline
December 31st 2017**

Receive a **FREE WEBSITE BUSINESS LISTING**
when you book your 2018 advertisement.

No charge design and photography

Call Kathy Now! 250-444-0717
or email info@kettlevalleyexpress.com

**1/4 Page
\$945**

Where Stories are Told and Adventures Unfold **THE KETTLE VALLEY** Media Package for **2018** Adventure Travel Guide to South Central BC Featuring the Historic Rail Trails *Express*



SOUTH CENTRAL BC A BEAUTIFUL PLACE TO BE AND SEE

About the KVE

In 1986, when the Coquihalla was built, the traffic from Hwy #3 decreased, seriously affecting the economy of South Central BC.

The Kettle Valley Express was created to connect Hope to the Kootenays and in 2013, the KVE, yearly, all seasons, adventure travel guide for South Central BC featuring BC's rail trails, was published.

The continual growth of the first 3 issues brought in a co-funding partnership with Thompson Okanagan Tourism Association for the 4th issue and in October 2016, the KVE, with that 4th issue, won a silver award in a prestigious international marketing effectiveness competition. 1,100 entries from 12 countries with a \$30 million annual billings limit to the companies.

Issue #5 (2017) added 16 pages, a stronger relationship with TOTA and also now Destination BC, a complete makeover of the magazine bringing it more in line with the provincial marketing approach and a complete recreation of the pull out map, increasing its size, adding trail loops, elevation chart and more information for the trail user. The KVE map is now the official BC Rail Trail map.

Now open for advertising in issue #6, we will continue to work with the province to improve, update and grow the KVE to an even more effective marketing tool.

The Travel Plan

Research shows, for approximately every 2 hours of driving time, visitors would stay one night. Using the Kettle Valley Express. The reader can make a travel plan starting at the western terminus for the Kettle Valley Railway in Hope, following the stories, travel Hwy #3 thru Princeton across to the Okanagan and Hwy 97, then over to the Boundary, West Kootenay's, Slokan, Kaslo, Ainsworth and Balfour.

The vacationer could stop a day or two to explore the attractions, visit the advertisers and off to the next, spending a week or two to cross the region and explore.

Web VS Print

It was once believed that the internet would put magazines out of business but what was found, is that magazine numbers have increased due to the internet. Both mediums work together to enhance each others visibility. People check out websites from magazines and order magazines thru websites.

In this digital age, printed media remains the preferred method of in-market visitors when seeking tourism information. *Ian Cross, Bentley University Center for Marketing Technology I 2016 Research Study*

1. Brochures, Maps & Travel Guides are the #1 in-market influence
2. Brochures, Maps & Travel Guides influence 53% of pre-trip planning
3. 7 out of 10 tourists & visitors pick up brochures in-market
4. 95% of visitors who pick up brochures became aware of a business
5. 83% plan to visit a business they saw in a brochure
6. 78% of visitors that pick up brochures consider altering their travel plans
7. 43% of visitors share brochures with 3+ travel companions
8. Brochures and maps are the #1 visitor information "In-Market" influencer during the trip.

The Kettle Valley Express has a robust, free access, companion website to compliment the magazine, with archived issues and downloadable pdfs of the magazine and map, regional and city links and a business listings page, *(listing included free with booking advertisement)*. We are active in Social Media and promote our advertisers and other trail information on our social media accounts.

We network with other media companies and have a large panel advertisement on 6 info billboards in key locations throughout Boundary Country and the West Kootenays .

The Map

Our 32" X20" removable map of South Central BC and the rail trails, highlights the Kettle Valley Rail Trail, Columbia & Western Rail Trail, Slokan Valley Rail Trail and other smaller trails as well GPS, loop information, elevation charts make this the most complete rail trail map available in print..

Testimonials

Clive Webber: *Facilitator: Trans Canada Trail Foundation*

.....As a former railway, the trail is priceless, not just as a recreational corridor, but as a high value tourism commodity. However, due to the length and remoteness of the trail, it has been a challenge to package and market as a "destination trail". Vicom has taken the lead in this respect by connecting trail users with the numerous trail organizations, community Chambers of Commerce, and local businesses. Vicom has collaborated with the Trans Canada Trail's provincial partner, the Trails Society of BC, to produce highly accurate maps, that feature the locations of amenities such as parking areas, toilets and points of interest (such as the former railway stations), becoming the only known printed map with this level of detail for trail users. Having cycled the trails myself, and recognizing the challenges in planning each day along the trail, I certainly believe that Vicom's publication will be a valuable asset to trail users, and does a brilliant job at connecting the various stakeholders along the trail like no other publication has to date. (2014)

Testimonial letter: *I saw your magazine at Vancouver airport... so I picked it up and read through it. My wife and I rode part of the railway near Kelowna... We've been talking about going back and riding that stretch and other stretches ever since. So when I read through your magazine, I realized we now have a single resource to help us plan our trip. We'd been putting it off partly because we didn't know of an easy single resource with all the info we need before this. So thanks for putting the magazine together! I think it'll be really helpful for us.*

Print Run:

50,000

Distribution:

We will have verifiable racking from May-Sept 2018 for 15,000 copies of the Kettle Valley Express at Vancouver Airport ~ Merritt Visitor Centre ~ Osoyoos Visitor Centre ~ Golden Visitor Centre ~ Mount Robson Visitor Centre ~ Peace Arch Visitor Centre ~ 48 locations along I-90 in Northern Washington State ~ 41 locations in Northern Idaho ~ 91 locations in North Western Montana.

We also have permanent racking in Kelowna Visitor Ctr & Kelowna Airport, Castlegar Airport and Penticton Airport, Okanagan Connector Visitor Centre. and we are at www.gob-rochures.com where BC Visitor Information Centres can order.

Full distribution details are on our website at kettlevalleyexpress.com/distribution.html

There was less than 1,000 copies left over of the 50,000 2017 edition printed. With an average of 3 additional people reading each issue, that puts readership at approximately 200,000.

Response from information centres and business.

"It is our most requested and popular guide"

"Why can't we have one for our area"

"Can you send us more!"



Date: _____

Business Name (please print) _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Contact Name: (please print) _____

Contact Signature: _____

I **want** to receive info from TOTA: News Marketing Opportunities Events No thanks

Accounting Email: _____

<u>Ad Description</u>	<u>Rate</u> <small>(includes GST)</small>	<u>Your Savings</u>	<u>Stakeholder Cost</u> <small>(includes fees & taxes)</small>
<input type="checkbox"/> Inside Double Front Cover	\$ 7,087.50	\$ 1,984.50	\$ 5,103.00
<input type="checkbox"/> Back Cover	\$ 4,751.25	\$ 1,330.35	\$ 3,420.90
<input type="checkbox"/> Inside Back Covers	\$ 4,305.00	\$ 1,205.40	\$ 3,099.60
<input type="checkbox"/> Full Page	\$ 3,412.50	\$ 955.50	\$ 2,457.00
<input type="checkbox"/> 1/2 page	\$ 1,874.25	\$ 524.79	\$ 1,349.46
<input type="checkbox"/> 1/4 page	\$ 992.25	\$ 277.83	\$ 714.42
<input type="checkbox"/> 1/8 page	\$ 627.90	\$ 175.81	\$ 452.09
<input type="checkbox"/> 1/16 page	\$ 330.75	\$ 92.61	\$ 238.14

Booking and Final Payments Deadline: December 31, 2017

**SEND COMPLETED CONTRACT TO Kathy:
info@kettlevalleyexpress.com**

Salesperson: Kathy Wright, Advertising Sales Manager _____ **Salesperson Initial**
 Supplier: Kettle Valley Express - Vicom Design Inc
 Cell: 250-444.0717 Email: info@kettlevalleyexpress.com

- Stakeholders will be invoiced by TOTA
- ALL PAYMENTS ARE MADE TO Thompson Okanagan Tourism Association
- Funding is on a "First Come" basis
- Salesperson will forward insertion contract to TOTA
- Space is available to TOTA Stakeholders Only (*register FREE at www.totabc.org*)

Thompson Okanagan Tourism Policy

Stakeholders not submitting payment to TOTA for their participation in a marketing project within 30 days of the date of the invoice will be notified of cancellation of their funding for that project. Notification is to occur on the 30th day. Their funding would be cancelled 15 days afterward (45 days past due) unless payment is received within that time. Your signature on this Insertion Contract means you have read and understood this policy and authorizes Thompson Okanagan Tourism to invoice you for the Stakeholder's Share of the advertisement as outlined above.

TERMS & CONDITIONS FOR SUPPLIER

Before Thompson Okanagan Tourism Association (TOTA) will be bound to make payment to the supplier, both of the following terms must be filled

- 1) TOTA has approved, in writing, all creative work. Variations from the approval work, may, at TOTA's discretion, result in voiding TOTA's commitment to pay
- 2) TOTA has received payment from the stakeholder as set out in this invoice and payment terms will be set at a minimum of 60 days.