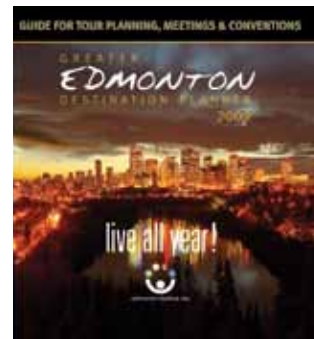
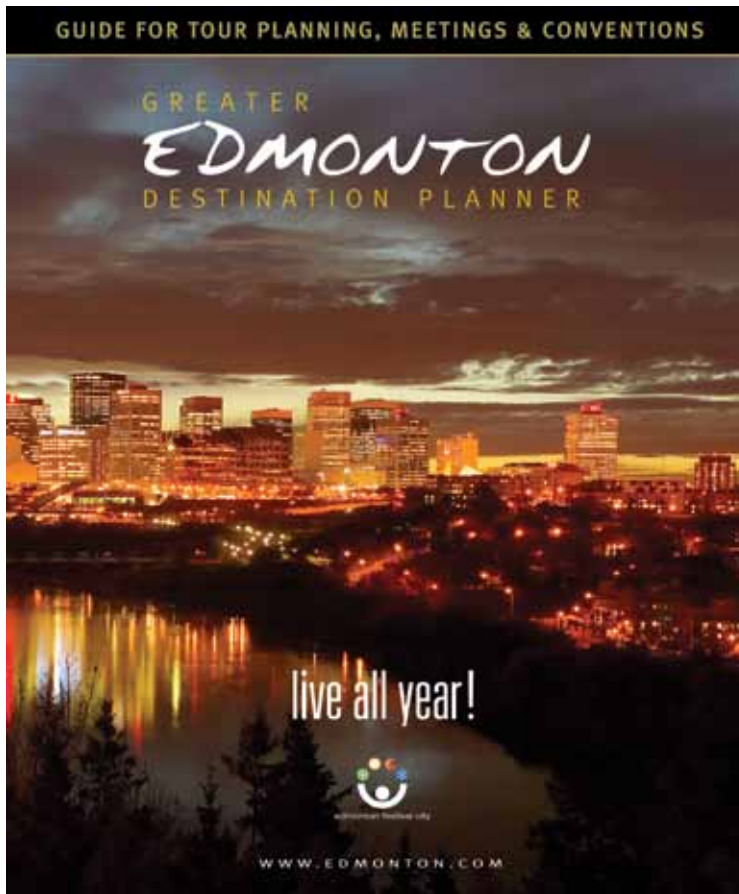


2010 MEDIA KIT



If your business services the meetings/convention market, or is striving to increase your group tour business then *The Greater Edmonton Destination Planner* is

THE PERFECT PLACE TO ADVERTISE YOUR BUSINESS

This reference tool is the most comprehensive and extensive publication dedicated exclusively to promoting Edmonton and area as a prime meeting, convention or group tour destination.

Booking Deadline: December 1, 2009
Street Date: January, 2010

GREATER EDMONTON DESTINATION PLANNER PRODUCTS PROFILE

The Greater Edmonton Destination Planner is published **exclusively** for Edmonton Tourism and is distributed **directly** to the professional tour operator and meeting/convention planner. First introduced in 1999, this publication had become a sought-after reference tool year after year by this group of volume purchasers of Edmonton tourism product.

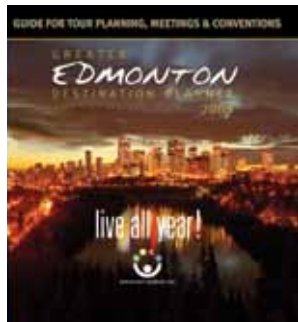
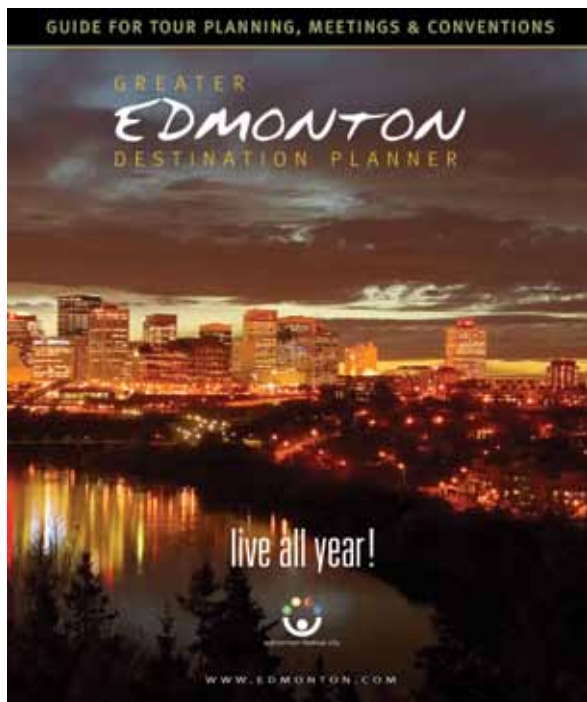
2010
BOOK NOW
To Reserve Your
Advertising Space

MEETING PLANNERS

Detailed information covering accommodation and meeting facilities, major trade show and special event venues, attractions, golf courses, transportation companies, restaurants, suppliers. In addition, sample itineraries for pre- and post-convention activities are featured.

GROUP TOUR OPERATORS

Sample tours of Edmonton and area plus day trip and circle tour suggestions are just one way we connect with the professional tour operator. Detailed information covering accommodation, transportation companies, attractions, golf courses, special events and dining facilities all targeting the group market.



PRINT

Attractive photography, descriptive editorial and comprehensive information are presented in a well-organized manner. The planner is categorized in 8 distinct sections allowing your advertising message to be positioned in a supportive environment.

- **DISCOVER EDMONTON** – Premium position for full page advertisers.
- **TRANSPORTATION** – Perfect neighbourhood for transportation companies that service the convention / meetings and group tour markets. Airlines, charter bus lines, tour operators, limousine and cab companies.
- **ITINERARIES** – Let the tour operators know what your unique selling position is. Support the sample itinerary with your attraction or town display ad.
- **LEISURE & ATTRACTIONS** – comprehensive information for both meetings and convention markets in addition to the group tour market Target your display ad at both these unique market segments.
- **ACCOMMODATION & MEETING** – detailed information on hotel amenities serving both the meetings and convention market PLUS the group tour market. In addition special event venues can showcase how their venues can accommodate and enhance both the group tour and convention meetings market.
- **FESTIVALS & EVENTS** – Comprehensive listings help the planners to coordinate their next convention or meeting around one of Edmonton's many festivals or world-calibre events. Dates reach out three years for easy planning.
- **BEYOND EDMONTON** – Showcasing attractions and amenities surrounding the capital region.
- **GENERAL INFORMATION & SUPPLIERS** – All the info required for organizers of both conventions/meetings and group tour operators. If you service these markets make sure your message is prominently displayed.

DIGITAL

The CD provides a digital option to the printed version. This version has become very popular at international travel trade shows, sales missions and for direct mail. Acting as a direct link to the website, this linkage allows for information to be updated anytime, ensuring all content is current. Refer to web rates to see how you can link your web site to this important audience.



DISTRIBUTION Exclusively distributed by Edmonton Tourism team.

SPECIAL SAVINGS

Become an Edmonton Tourism member and receive a 10% discount on all advertisements. (See attached rate card)

GREATER EDMONTON DESTINATION PLANNER ADVERTISING RATES & DISPLAY AD SIZE SPECIFICATIONS

ADVERTISING RATES 2010

	DIMENSIONS w/o bleed (width x depth)	RATES	
		non-member	member
SPECIAL POSITION – FOUR-COLOUR DISPLAY AD			
Inside Front Cover	7-1/4" x 9-3/4" *	\$3,208	\$2,888
Inside Back Cover	7-1/4" x 9-3/4" *	\$3,208	\$2,888
Dividers	7-1/4" x 9-3/4"	\$3,208	\$2,888

(Banner ad included)

FOUR-COLOUR DISPLAY AD

Double Page Spread	15-1/2" x 9-3/4" **	\$4,971	\$4,474
Full Page	7-1/4" x 9-3/4"	\$2,919	\$2,627
2/3 Page	4-3/4" x 9-3/4"	\$2,479	\$2,231
1/2 Page	7-1/4" x 4-3/4"	\$2,057	\$1,851
1/3 Page	4-3/4" x 4-3/4"	\$1,462	\$1,316
1/4 Page	3-7/16" x 4-3/4"	\$1,205	\$1,085
1/6 Page	2-1/4" x 4-3/4"	\$800	\$720
1/12 Page	2-1/4" x 2-1/4"	\$474	\$427

ACCOMMODATION & MEETING SPACE SECTION – FOUR-COLOUR FORMATTED AD

Double Page Spread	—	\$4,536	\$4,083
Full Page	—	\$2,668	\$2,401
1/2 Page	—	\$1,875	\$1,688
1/4 Page	—	\$1,082	\$973

DINING SECTION – FOUR-COLOUR FORMATTED AD

3/9 Page	—	\$925	\$833
2/9 Page	—	\$625	\$563
1/9 Page	—	\$350	\$315

LISTING – PUBLICATION

Basic Listing	—	\$199	FREE
Enhanced Grid Listing	—	\$399	\$199
Descriptive Listing (100 words) —	—	\$399	\$199

TRIM SIZE is 8-1/4" x 10-3/4"

* **BLEED SIZE for full page ad is 8-5/8" x 11-1/4"** (includes 1/4" bleed) and 1/2" live area

** **BLEED SIZE for double page ad is 16-3/4" x 11-1/4"** (includes 1/4" bleed) and 1/2" live area & 1" gutter

DATES TO NOTE

ISSUE	2010
SALES DEADLINE (M/D/Y)	12/01/09
FINAL ART APPROVAL (M/D/Y)	12/08/09
STREET DATE (M/D/Y)	JANUARY 2010

AGENCY COMMISSION

This is a net non-commissionable rate card.

CANCELLATIONS

Must be received in writing prior to the sales deadline or cancellation will not be accepted.

DEPOSIT POLICY

Single Insertion – 25% on insertion order. All insertions less than \$250 payable upon order. *Pre-authorized payment plans, cheque, Visa & MC.

MECHANICAL REQUIREMENTS

Please refer to the digital requirements specification sheet of Tanner Young Publishing Group for more details.

EDMONTON TOURISM MEMBERSHIP WORKING FOR YOU

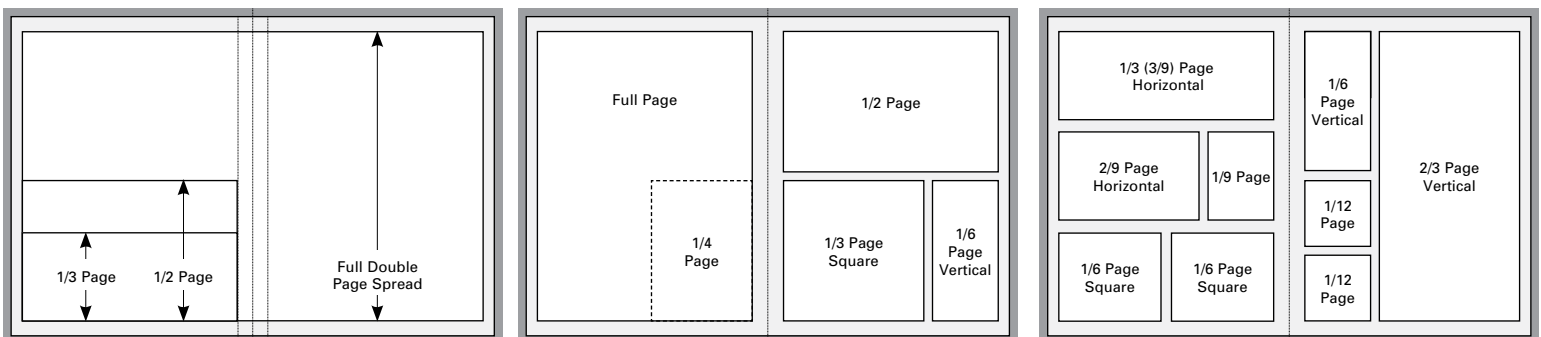
Tanner Young Publishing Group is a proud member of Edmonton Tourism and is pleased to offer the noted savings to our industry partners.

Improve your bottom line by joining today!

Receive one full year of services for only \$165 plus GST
(Services commence upon receipt of payment)

For further information ask your account executive for a copy of **"One Voice for Tourism Industry Partner Package."**

REMINDER: You must be a member in good standing of Edmonton Tourism to receive the substantial savings offered in this media kit.



TANNER YOUNG PUBLISHING GROUP DIGITAL REQUIREMENTS

Tanner Young Publishing Group will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

PUBLICATION MATERIAL REQUIREMENTS

All ads must be supplied as digital files. Acceptable file formats are Quark Xpress 7.0 for application files, Adobe Creative Suites CS4 for art, images and logos.

APPLICATION FILES

- Minimize number of steps used in graduations or blends
- Do not reduce images in Quark and InDesign, all images must be 100% in their final size.
- Convert type to outlines for all Adobe Illustrator files.
- All screen/printer fonts must be included with digital file(s) (fonts will be deleted after use).
- All support images must be converted to CMYK (**NO RGB**).
- Supply support images **high resolution (300dpi)** as a TIFF or EPS, no JPEG.
- Refer to SWOP (Specifications for Web Offset Printing) for further details.
- All colours to be CMYK (NO RGB or PANTONE® Process)
- Do not nest EPS files into other EPS files.
- Right reading, portrait, 100% size, no rotations.
- Ensure trim, bleed and centre marks are visible – no marks included in the “live” area.

PDF FILES

Tanner Young Publishing Group accepts PDF files for supplied ads. We require the original working files, along with a color proof.

PROOFING REQUIREMENTS

- Digital proofs ONLY such as Iris or Fuji Pictro are required by Tanner Young Publishing Group as a guide to colour reproduction.
- All digital proofs MUST be generated from final file format supplied to Tanner Young Publishing Group for reproduction.
- Colour lasers, tear sheets and black/white lasers are not acceptable for reference.
- We will not be held responsible for poor colour reproduction when a proper colour proof is NOT supplied.

PHOTOGRAPH REQUIREMENTS

- Size of photograph should be minimum 4”x6” at 300 dpi for up to 1/4 page ads
- Size of photograph should be minimum 8”x 10” at 300 dpi for half-page and full-page ads

IMPORTANT NOTES

- All digital files, artwork, etc., will be destroyed by Publisher if not demanded within one year after last use.
- Late receipt of digital files or changes are subject to an additional charge of \$60.

ADDITIONAL NOTES

- Digital proof MUST accompany all final file format delivered via email or posted to File Transfer Protocol (FTP) site.
- Supply advertisement(s) on a ZIP or CD ROM, deliver via email or post to FTP site.

SPECIAL NOTES

- For bleed ads, all live matter must be kept a minimum of 1/2” away from the trim.
- Publisher reserves the right to crop 1/4” from either side of bleed ads to compensate for left or right-hand page.
- Changes to ad material will be made by the Publisher only on written instruction from the agency or client, and all changes must be received at least 30 days prior to cover date. Proofs incorporating such changes will be sent to the agency or client for approval. Publisher assumes no responsibility for errors and omissions resulting from changes. Tanner Young Publishing Group endeavours to comply with all advertiser’s changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs.
- Publisher reserves the right to refuse any advertisement for any reason whether or not such matter has previously been accepted or published.

WEBSITE/PROMO CD MATERIAL REQUIREMENTS

BANNER AD

- Banner ads to be supplied in RGB colours, file format JPG or GIF at 72 dpi.

BUTTON AD

- Logo to be supplied in RGB and B&W, file format TIFF, JPG or EPS
- Descriptive sentence (10 words) to be emailed to traffic@tanneryoung.com

CONTACT INFORMATION

CONTACT & SHIPPING INFORMATION

Tanner Young Publishing Group
#1, 9301 - 50 Street, Edmonton, Alberta T6B 2L5
Phone: 780.465.3362 • Fax: 780.448.0424

EMAIL DELIVERY INFORMATION

Production Department requests that digital files sent via email be no larger than 5 MB in size. If larger please post to FTP site, see below.

Please use compression software to avoid file corruption.

Contact traffic@tanneryoung.com

FTP SITE

Post files on the Tanner Young Publishing Group ftp site and email us confirmation and file name at traffic@tanneryoung.com

Maximum file size is 100 MB.

If uploading anything over 50 MB to the FTP site, please inform us before starting the upload.

Host: ftp.worldweb.com

User ID: wedmftp

Password: ●●●●●

Please call traffic at 780.628.5217 (direct line) or 780.465.3362 ext. 110 for password.

All material for the publication & website/promo CD must be supplied together