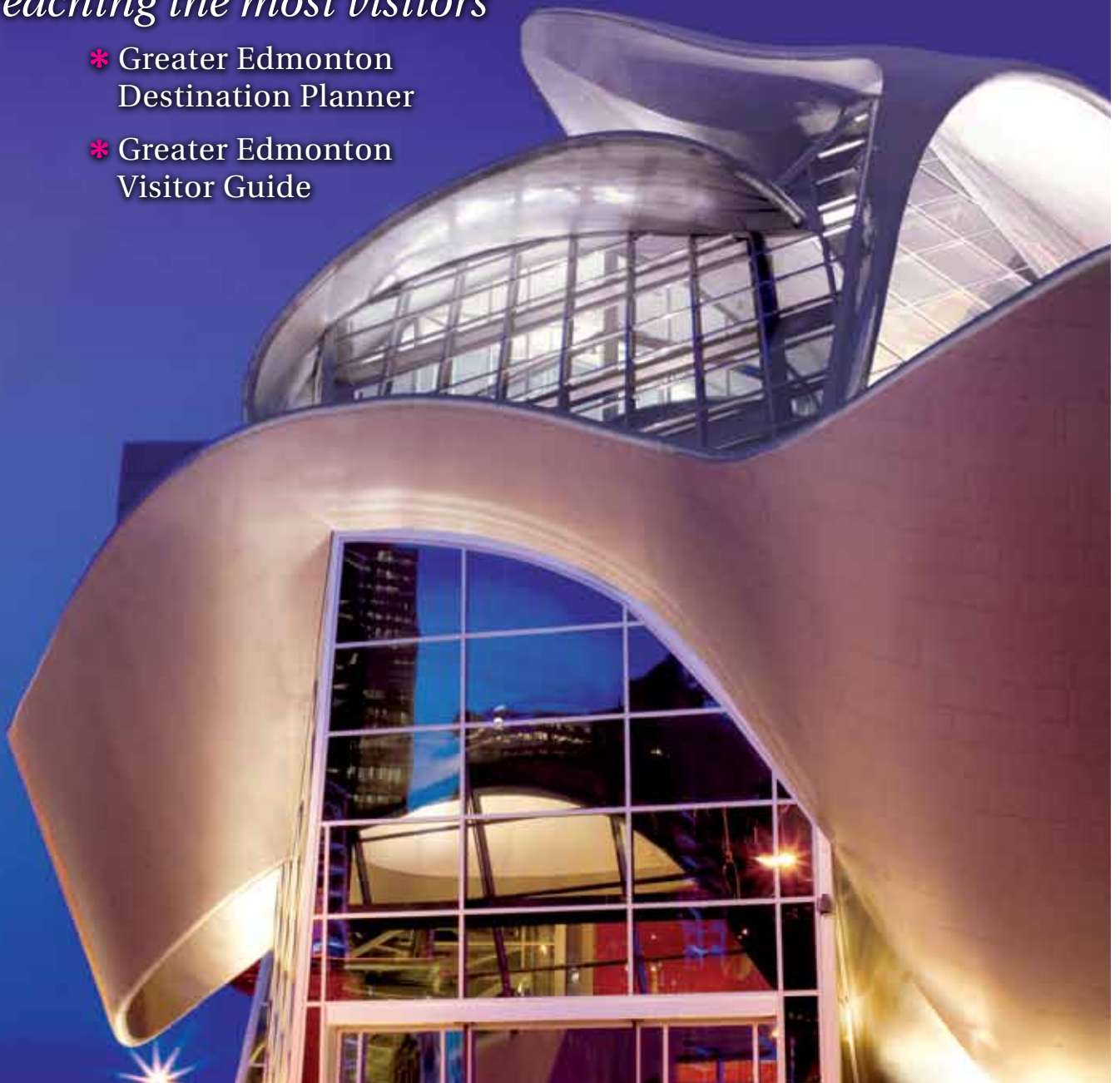


EDMONTON GUIDES

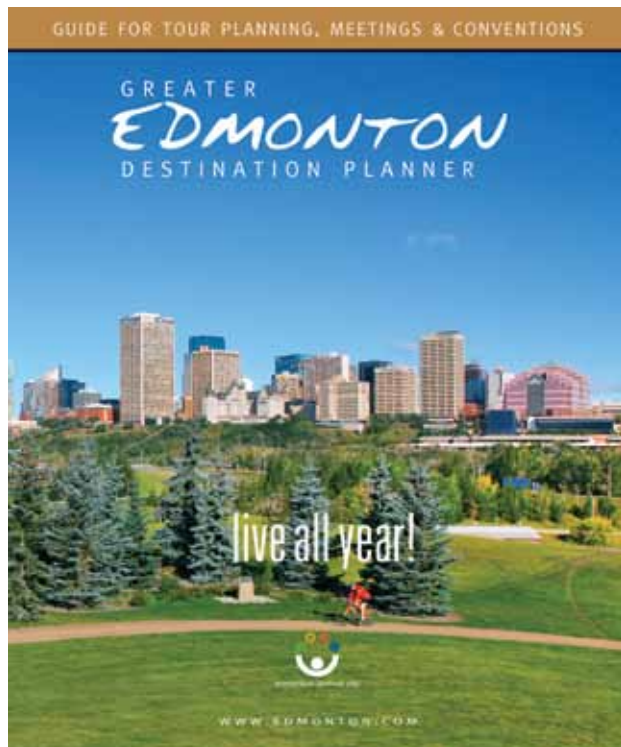
2012
MEDIA KIT

Edmonton's OFFICIAL GUIDES
reaching the most visitors

- * Greater Edmonton
Destination Planner
- * Greater Edmonton
Visitor Guide



Published by Tanner Young Publishing Group in partnership with Edmonton Tourism



Greater Edmonton Destination Planner

FAST FACTS

- * Magazine Format: 8-1/2" X 11"
- * Binding: Wired Coil with wrap cover
- * Circulation: 1,000
- * Digital edition on CD: 7,500
- * Digital Flip book edition: available for download from
 - www.edmonton.com
 - www.destinationedmonton.ca

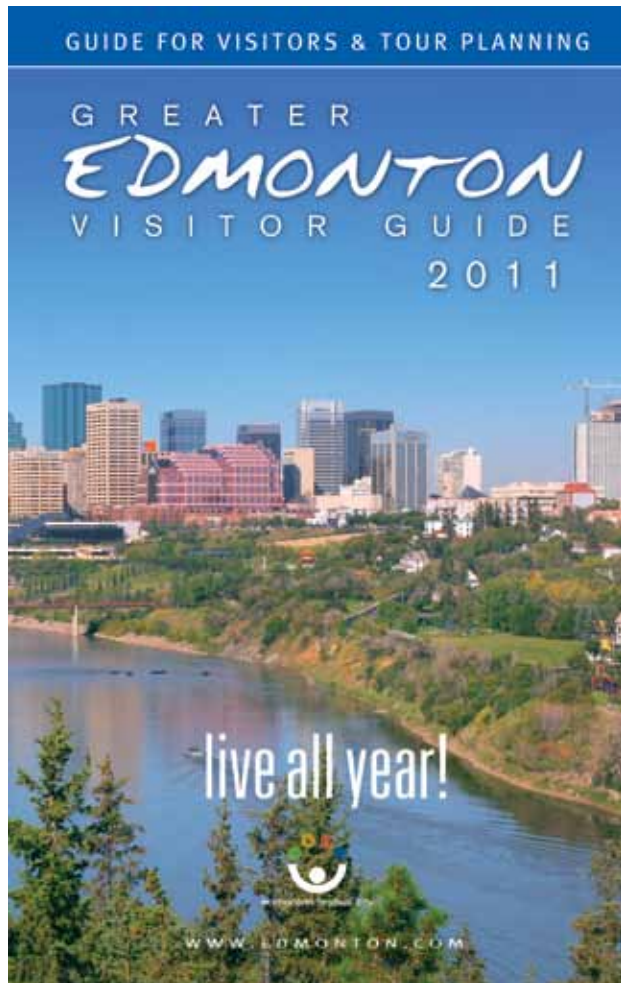
PRIMARY DISTRIBUTION

- * Exclusively distributed by Edmonton Tourism, a division of Edmonton Economic Development Corporation
- * Print Edition & or Digital CD Edition
 - Professional tour operators throughout Canada and U.S.A.
 - Meeting and Tour Planners throughout Canada and U.S.A.
 - Trade and Incentive trade shows
 - Mailed out on request
 - Industry partners for sales kits and regional trade shows
- * Digital Flip book edition is available on
 - www.destinationedmonton.ca
 - www.edmonton.com
 - also made available to any industry partners

The “Official” *Greater Edmonton Destination Planner* is the most comprehensive and extensive resource tool dedicated exclusively to promoting Edmonton and area as a prime meeting, convention or group tour destination.

MEETING PLANNERS: Detailed information covering accommodation and meeting facilities, major trade show and special event venues, attractions, golf courses, transportation companies, restaurants and suppliers make this a must have for planners.

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.



Greater Edmonton Visitor Guide

FAST FACTS

- * Digest Size: 5-1/8" X 8-1/8"
- * Binding: saddle-stitched
- * Circulation: 150,000
- * Digital Edition: available for download

PRIMARY DISTRIBUTION

- * Exclusively distributed by Edmonton Tourism, a division of Edmonton Economic Development Corporation
 - * Edmonton Tourism Visitor Information Centres
 - Gateway Park
 - World Trade Centre
 - Edmonton International Airport (seasonal)
 - * Welcome kits for convention delegates
 - * Visitor Information Centres throughout Alberta
 - * National and International Government offices
 - * Industry partners for sales kits and regional trade shows
- * Digital Flip book edition is available on
 - www.destinationedmonton.ca
 - www.edmonton.com
 - also made available to any industry partners

The “Official” visitor guide to Edmonton is widely distributed throughout Edmonton and area to inform visitors of our hotels, restaurants, events and attractions. *The Greater Edmonton Visitor Guide* is the most comprehensive resource available for planning a trip to Edmonton and enhancing the visitor experience.

Maximize Your Impact

Enhance your visibility and accessibility on www.destinationedmonton.ca by adding a banner or button ad. This added exposure not only brings more attention to your business, but it also brings more visitors to your website with a direct link.

The screenshot shows the 'EDMONTON DESTINATION PLANNER' website. At the top, there's a navigation bar with 'SHOP', 'STAY', 'PLAY', and 'MEET' icons, a phone number '1-866-493-7833', and the 'EDMONTON destination hotels WESTEND' logo. Below this is a 'Table of Contents' sidebar with links like 'Home', 'Welcome to Edmonton', 'Discover Edmonton', 'Transportation & Maps', 'Accommodation & Meeting', 'Itineraries', 'Leisure & Attractions', 'Festivals & Events', 'Beyond Edmonton', 'Suppliers', and 'Printable Version'. The main content area features a 'Table of Contents' image, a 'Home' section, and a 'Table of Contents' sidebar. The central part of the page is titled 'Accommodation with Meeting & Event Space' and lists several hotels: Chateau Louis Hotel & Conference Centre, Alberta Place Suite Hotel, and Chateau Nova Hotel & Suites. To the right, there are logos for Best Western Denham Inn & Suites, Comfort Inn & Suites, Varsona Hotel on Whyte, The Westin Edmonton, and Wingate by Wyndham. A 'FOR FOOTBALL FANS' section is also visible, mentioning the Ramada Conference Centre.

BANNER AD

This direct link to your website is exclusively yours.

- Premium Positioning
- Only 3 Available

Dimension: 468 X 60 pixels

BUTTON AD

Included in Supreme Listing.

- Link straight to your website

SUPREME LISTING

This is the smart buy for those who value the web as an integral part of their marketing strategy.

You get a formatted printable page which includes everything from the Enhanced Listing.

PLUS

- 100 words of descriptive copy
- Google map locator
- Linked button ad in your section

ENHANCED LISTING

Connect with your customer.

It has same features as the Basic Listing.

PLUS

- Email
- Link straight to your website
- Link from digital edition

BASIC LISTING

This listing is free to all members of Edmonton Tourism.

Edmonton by the Numbers

In 2011 over 4.16 million visitors spent more than 1.11 billion dollars in Edmonton

The average visitor spends

- * 26% of daily budget on dining
- * 24% of daily budget on transportation
- * 23% of daily budget on accommodation
- * 20% of daily budget on retail shopping
- * 7% of daily budget on recreation & entertainment



TOP 5 reasons to advertise to visitors

1. Visitors are in a spending mode
2. Visitors need to eat
3. Visitors like to shop
4. Visitors want to be entertained
5. Visitors have typically never heard of you

DIMENSIONS w/o bleed (width x depth)	NON-MEMBERS	MEMBERS
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Greater Edmonton Destination Planner

LISTINGS

Basic Listing	—	\$199	Free
Enhanced Grid Listing	—	\$399	\$199
Descriptive Listing (100 words)	—	\$499	\$299

EDITORIAL SECTION

Inside Covers /Dividers	7-1/4" x 9-3/4" *	\$3200	\$2890
Full Page	7-1/4" x 9-3/4"	\$2900	\$2625
2/3 page	4-3/4" x 9-3/4"	\$2480	\$2230
1/2 Page	7-1/4" x 4-3/4"	\$2060	\$1850
1/3 page	4-3/4" x 4-3/4"	\$1450	\$1320
1/4 page	3-7/16" x 4-3/4"	\$1205	\$1085
1/6	2-1/4" x 4-3/4"	\$800	\$725
1/12	2-1/4" x 2-1/4"	\$475	\$425

ACCOMMODATION & MEETING SPACE FORMATTED AD

Full Page	—	\$2675	\$2400
1/2 Page	—	\$1875	\$1690
1/4 page	—	\$1085	\$975

**SALES DEADLINE
OCTOBER 14, 2011**

**FINAL ART APPROVAL
OCTOBER 28, 2011**

**STREET DATE
NOVEMBER, 2011**

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

Greater Edmonton Visitor Guide

LISTINGS

Basic Listing	—	\$199	Free
Enhanced Grid Listing	—	\$399	\$199
Descriptive Listing (100 words)	—	\$549	\$399

DISPLAY ADS

Inside Covers	4-7/16" x 6-15/16" **	\$7200	\$6600
Full Page	4-7/16" x 6-15/16" **	\$6675	\$6000
2/3 page	2-15/16" x 6-15/16"	\$5500	\$4950
1/2 Page	4-7/16" x 3-7/16"	\$4675	\$4200
1/3 page	4-7/16" x 2-1/4"	\$3340	\$3000
1/4 page	2-1/8" x 3-7/16"	\$2500	\$2250
1/6	2-1/8" x 2-1/4"	\$1975	\$1775

RESTAURANT/ SHOPPING

3/9	4-7/16" x 2-1/4"	\$2100	\$1900
2/9	2-15/16" x 2-1/4"	\$1399	\$1260
1/9	1-7/16" x 2-1/4"	\$750	\$675

**SALES DEADLINE
NOVEMBER 11, 2011**

**FINAL ART APPROVAL
NOVEMBER 25, 2011**

**STREET DATE
JANUARY, 2012**

Trim size is 5-1/8" x 8-3/8"
** BLEED SIZE for full page ad
is 5-5/8" x 8-7/8"
(includes 1/4" bleed)
and 1/2" live area

Internet Advertising

LISTINGS

Basic listing	—	\$399	Free
Enhanced listing	—	\$499	\$399
Supreme listing	—	\$999	\$799
Button Ad	—	N/A	\$900

Edmonton Guides 2012 Participation Insert Order

Order Date _____

Company _____

Contact Name _____

Title _____

Signature _____

Billing Address _____

City _____

Province _____

Postal Code _____

Phone _____

Fax _____

Email _____

Note: GST will be applied upon billing. All rates quoted in Canadian funds. Payment will be made to **TANNER YOUNG PUBLISHING GROUP** in Canadian Funds. All rates are CDN net.

I would like **TANNER YOUNG PUBLISHING GROUP** to arrange the creation of my advertisement. I understand there will be an extra cost for this.

Please fax this signed agreement to **TANNER YOUNG PUBLISHING GROUP** at 780.448.0424

Cancellations made prior to the space deadline must be in writing. Cancellations will not be accepted after the space deadline. If advertiser insists on pulling ad after space deadline, advertiser will be responsible for payment in full.

NON-MEMBERS MEMBERS

GREATER EDMONTON DESTINATION PLANNER

LISTINGS

<input type="checkbox"/>	Basic Listing	\$199	Free
<input type="checkbox"/>	Enhanced Grid Listing	\$399	\$199
<input type="checkbox"/>	Descriptive Listing (100 words)	\$499	\$299

EDITORIAL SECTION

<input type="checkbox"/>	Inside Covers /Dividers	\$3200	\$2890
<input type="checkbox"/>	Full Page	\$2900	\$2625
<input type="checkbox"/>	2/3 page	\$2480	\$2230
<input type="checkbox"/>	1/2 Page	\$2060	\$1850
<input type="checkbox"/>	1/3 page	\$1450	\$1320
<input type="checkbox"/>	1/4 page	\$1205	\$1085
<input type="checkbox"/>	1/6	\$800	\$725
<input type="checkbox"/>	1/12	\$475	\$425

ACCOMMODATION & MEETING SPACE FORMATTED AD

<input type="checkbox"/>	Full Page	\$2675	\$2400
<input type="checkbox"/>	1/2 Page	\$1875	\$1690
<input type="checkbox"/>	1/4 page	\$1085	\$975

GREATER EDMONTON VISITOR GUIDE

LISTINGS

<input type="checkbox"/>	Basic Listing	\$199	Free
<input type="checkbox"/>	Enhanced Grid Listing	\$399	\$199
<input type="checkbox"/>	Descriptive Listing (100 words)	\$549	\$399

DISPLAY ADS

<input type="checkbox"/>	Inside Covers	\$7200	\$6600
<input type="checkbox"/>	Full Page	\$6675	\$6000
<input type="checkbox"/>	2/3 page	\$5500	\$4950
<input type="checkbox"/>	1/2 Page	\$4675	\$4200
<input type="checkbox"/>	1/3 page	\$3340	\$3000
<input type="checkbox"/>	1/4 page	\$2500	\$2250
<input type="checkbox"/>	1/6	\$1975	\$1775

RESTAURANT / SHOPPING

<input type="checkbox"/>	3/9	\$2100	\$1900
<input type="checkbox"/>	2/9	\$1399	\$1260
<input type="checkbox"/>	1/9	\$750	\$675

INTERNET ADVERTISING

LISTINGS

<input type="checkbox"/>	Basic listing	\$399	Free
<input type="checkbox"/>	Enhanced listing	\$499	\$399
<input type="checkbox"/>	Supreme listing	\$999	\$799
<input type="checkbox"/>	Button Ad	N/A	\$900