

BRITISH COLUMBIA | ALBERTA | SASKATCHEWAN | MANITOBA

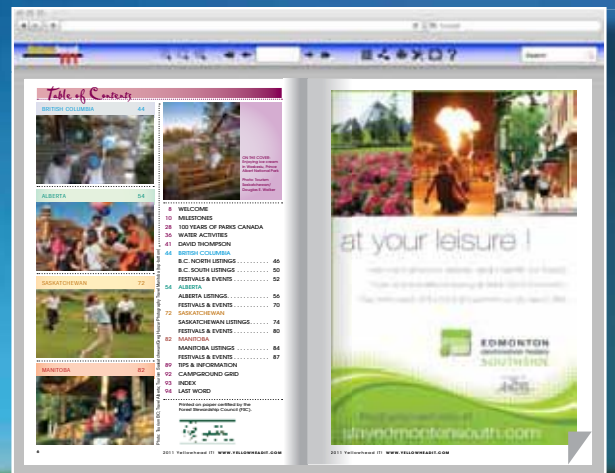
Yellowhead

TRANS CANADA YELLOWHEAD HIGHWAY



2012 MEDIA KIT

HANDY DIGEST SIZE
DIGITAL FLIP BOOK VERSION
COMPREHENSIVE WEBSITE
IMPROVED DISTRIBUTION



Online Digital version



WWW.YELLOWHEADIT.COM

Magazine – 85,000 copies

OFFICIAL GUIDE TO THE YELLOWHEAD HIGHWAY

MILESTONES

July 22-24, 2011

FUN FACTS & TRIVIA

The world's largest border markers are on the Alberta-Saskatchewan border in the city of Lethbridge.

The largest lake in Manitoba is Lake Winnipeg. It covers 18,400 sq miles and it drains into Hudson Bay.

Saskatchewan encompasses approximately 651,900 sq. km. (more than a quarter million square miles) in size. Country to popular belief, half the province is covered by forest, one-third by farmland and one-eighth by fresh water.

15TH ANNUAL LILY FESTIVAL
 Beautiful Neopama, Man is the Lily Capital of World, and they host their 15th annual Lily Festival.
 The theme for this year's festival is "Fantasy in Bloom". Some of the many events include a Lily Show, Charlie Sage Memorial Fiddle Contest, Bus and Horse Tours, Cabaret—including a Mainstage Ball, an Adult Show and an Old Time Dance.
 > www.lilyfestival.com

SEE IT, STAMP IT!
 Canada Post celebrates summer with the second issue in a three-year series of stamps that highlight roadside attractions across the country. The four new stamps feature iconic small town landmarks, including the Happy Rock at Gladstone, Man. The Gladstone town mascot is mounted on top of a tourist booth. The over 1-metre high attraction weighs more than 700 kilograms and is a recognizable landmark along the Yellowhead Highway. Previously issued roadside attractions featured on stamps include Mt. PE, an Bretavia, tall 'log' man statue welcoming travellers to Prince George, B.C., and Vignettes, Alberta. "Pyranica" the largest decorative egg in the world. Its name, Pyranica, is Ukrainian for "haster egg".

2011 Yellowhead IT! WWW.YELLOWHEAD.IT

NATIONAL PARK

OWAI HAIANAS NATIONAL MARINE CONSERVATION AREA RESERVE & HAIDA HERITAGE SITE

Haida Gwaii (formerly Queen Charlotte Islands), British Columbia
 Established 1988
 1,470 sq km (570 sq mi)
 138 Islands
 > www.parks canada.gc.ca/gw/haida

ELK ISLAND NATIONAL PARK
 Fort Saskatchewan, Alberta
 Established 1913
 194 sq km (75 sq mi)
 > www.parks canada.gc.ca/elkisland

JASPER NATIONAL PARK
 Jasper, Alberta
 Established 1907
 11,228 sq km (4335 sq mi)
 > www.parks canada.gc.ca/jasper

PRINCE ALBERT NATIONAL PARK
 Waskesiu Lake, Saskatchewan
 Established 1927
 3,874 sq km (1496 sq mi)
 > www.parks canada.gc.ca/princealbert

RIKIND MOUNTAIN NATIONAL PARK
 Wausonung, Manitoba
 Established 1933
 3,000 sq km (1158 sq mi)
 > www.parks canada.gc.ca/rikindmountain

2011 Yellowhead IT! WWW.YELLOWHEAD.IT

British Columbia

Spirit of Kamloops
 Omineca Quintette
 Killer whales
 Pacific Ocean

Welcome to British Columbia

Where the West Begins

The crashing waves of the Pacific Ocean continually redefine the rugged shoreline of British Columbia. In sweeping bays and surging rivers have carved deep valleys between the towering mountains. Amidst all this natural beauty are pockets of civilization surrounded by the vast wilderness. Here, the yellowhead enjoys its scenic routes: the south beginning at Hope and up through Kamloops to the northwest route beginning at Masset.

2011 Yellowhead IT! WWW.YELLOWHEAD.IT

For more information, see Community Index on page 93

NEW! HISTORIC WALKING TOUR OF RUSSELL

Rich in history, the prairie town of Russell, Man., is presenting this sense of place for themselves as well as visitors by offering their new walking tour:
 The tour includes historically significant homes such as Boulton Manor—built in 1894 for Major and Mrs. Charles A. Boulton; the Red House—the oldest house in Russell built of bricks hauled from Assiniboia by ox and cart; the Teacheage, Old Anglican Rectory and the Veteran's Monument.
 From there, the tour encompasses the Knox United Church built in 1911 and the Boulton South, monument honouring fallen comrades who died in the Northwest Rebellion. The tour continues on to a wealth of beautiful historic homes and then takes in the culturally significant buildings along Main Street.
 The residents of Russell are justly proud of their town and their position in Western Canadian history. If you're in the area, be sure to take in this tour as they're rolled out the welcome mat!
 > www.russellmb.com

WELLS GRAY PARK, B.C. SEKS UNESCO WORLD HERITAGE STATUS
 Because of its many natural wonders—not the least of which is its fascinating volcanic history—Tourism Wells Gray has announced it has begun the process of seeking World Heritage Status for Wells Gray Park with UNESCO (The United Nations Educational, Scientific & Cultural Organization). They will also look at the possibility of initially seeking UNESCO Geopark Status. GeoPark Status is an initiative launched by UNESCO to recognize sites which are significant for earth sciences.
 Tourism Wells Gray notes, "This is an exciting project that will bring extra attention to the extraordinary natural beauty of Wells Gray, while protecting the essence that makes our area unique."
 > www.wellsgray.ca

2011 Yellowhead IT! WWW.YELLOWHEAD.IT

National Parks

DISTINCTION	WILDLIFE	ACTIVITIES	RECOMMEND
The only place on earth to be protected from mountains top to deep sea—nearly 5000 sq km of land and ocean	Twenty species of whales, dolphins, sea lions, bald eagles, unique species of black bear, tufted puffin, Sitka deer	Hiking, scuba diving, sea kayaking, birdwatching, sailing	Photograph authentic totem poles at S'gwaay Lingooy
Part of the Beaver Hills Dark Sky Preserve. Largest fully-enclosed national park and first choice wildlife viewing area.	Wopiti (elk), Plains and Wood Bison, Deer, Moose, Beaver, over 250 species of birds	Hiking, cross country skiing, camping, picnicking, canoeing, star viewing, bird watching, interpretive programs, guided hiking, kayaking	Photograph the sunset from the Living Waters Boardwalk off the shore of Astotin Lake
Glosters, Dark Sky Preserve; two distinct woodland corvid herds	Grizzly and black bear, Big Horn sheep, mountain goats, hoary marmots, wolverine, Wopiti (elk), pika, moose, cougar	Winter ice climbing, backcountry skiing, horseback riding, hiking, mountaineering	Walk to Jasper House looking for night photography in the Dark Sky Preserve
Contains the only population of free-ranging Plains bison found on their historic range in Canada	White pelicans, moose, bison, Wopiti (elk), beaver, grey wolf, lynx, river otter, black bear, bald eagle	Cycling, fishing, horseback riding, hiking, swimming, sailing, cross country skiing, camping, snowshoeing	Hike to Gray Owl's cove, visit the West Side for a chance to view wild Plains bison
Are's uniqueness led to the designation as a UNESCO Biosphere Reserve in 1986	Wolves, moose, Wopiti (elk), black bear, hundreds of bird species, bison herd, beaver	Hiking, photography, horse-drawn wagon or horseback tours, sailing	Take the horse-drawn wagon tour to the Prisoner of War Camp

2011 Yellowhead IT! WWW.YELLOWHEAD.IT

British Columbia

Split of Kamloops
 Omineca Quintette
 Killer whales
 Pacific Ocean

Welcome to British Columbia

Where the West Begins

Canada's largest working cattle ranch, Douglas Lake Ranch, near Merril

The southern leg begins at the city of Hope whose attractions include the famous gorge Hell's Gate and hiking through the Omineca Quintette. A reclaimed rail line tunnelled through a mountain.
 Nicola Valley is home to Merril and the Nicola Valley Museum, a country music festival plus natural wonders in Monck Provincial Park.
 Kamloops boasts a symphony, live theatre and warm beaches. Tie off on one of the many surrounding golf courses.
 Wells Gray Park is home to hundreds of waterfalls. At Valemount, trail ride an ATV and explore RW Starrat Wildlife Sanctuary.
 The northern leg starts off the dramatic north coast. Take a plane or ferry from Prince Rupert to explore the islands of Haida Gwaii.
 Visit the village of Masset on Graham Island, part of Haida National Park, on South Moresby. A must-see is the \$26-million Haida Heritage Centre.
 On the mainland, stroll Prince Rupert harbour, one of the largest and deepest ice-free seaports on the north coast. Visit the Museum of Northern B.C., charter a tour of the Kluane National Park, visit the Heritage Park Museum and hike Nigita Memorial Lava Bed Park, created by a volcanic eruption.
 At the Hazelton take the steam pole tour to Kispic visit the acclaimed Kisan Village, a place preserving Aboriginal culture.
 Vanderhoof features the Heritage Village Museum and walking trails; the city of Prince George features history at Huble Homestead and Exploration Place Museum.
 Stroll the walkway near McEldon, and visit Valemount's George Hicks Park, home to the world's longest Chrome salmon run.
 Near Tete Jaune Cache, fish at Reargard Falls; near Fort St. James drop a line in Stuart Lake; near Houston are two legendary steelhead rivers, the Sultry and the Morice.
 Mount Robson is the highest peak in the Rockies, the gateway to Mount Robson Provincial Park, part of the UNESCO Canadian Rocky Mountains World Heritage Site.

2011 Yellowhead IT! WWW.YELLOWHEAD.IT



The new convenient size of the *YellowheadIT! Travel Guide* was so popular last year that we have increased our print run for 2012!

The *YellowheadIT! Travel Guide* is one of the few publications with distribution in visitor information centres in all four western provinces. Distributed in over 150 communities along the Yellowhead, this guide is easily accessible to anyone traveling the highway. Our print run increase allows us to improve our distribution and ensure sufficient quantities are available for pick up.

The guide is a careful mixture of entertaining features, information, handy listings plus our fold-out map. Our popular feature, Milestones, is an entertaining mix of new attractions, must-see's, Did You Know's? and interesting tidbits pertinent to travellers. The editorial for 2012 features provincial parks along the Yellowhead. Large, colourful images, interesting information plus our Park-At-A-Glance grid tells readers of the highlights in our provincial gems.

Our comprehensive listings for each community along the route will feature basic information such as population, 24-hour services and local highlights. There is also the option to upgrade from a basic to an enhanced listing, affording the opportunity to add descriptive copy.

This well thought out Travel Guide informs and directs the traveler in a easy to read, reference driven manner, giving our advertisers better placement and awareness. Full page ads are given prime position in our editorial wells, while our fractional display ads are placed within the provincial listings.

Our sales professional will contact you soon. Don't miss this exciting opportunity to reach your customers!

TESTIMONIALS

“It was excellent.

If you were to add more maps it might help.”

“Can’t think of anything I would change.

Keep up the good work!”

“The Travel Guide is a well thought out reference that has allowed myself to explore and enjoy places and avenue that I might have over looked.”

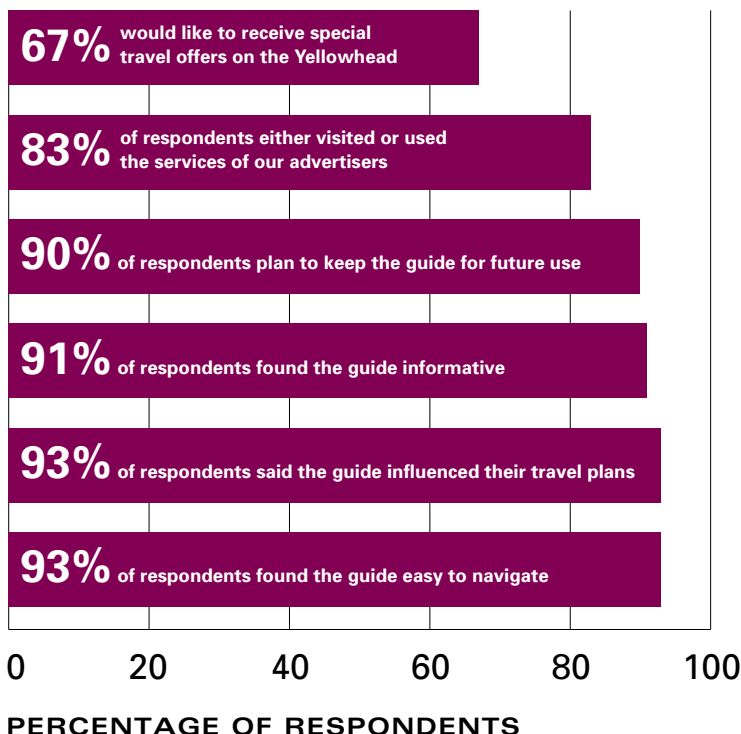
“Love the size of the publication... handy and fits in my motorcycle windshield pouch for easy access.

Only thing I would appreciate more would be a colored edge down the edge depicting provinces for easier access while looking.”

“I think the information provided in your guide covers all areas that many kinds of travellers will use – if I didn’t find what I was looking for, I found access to where I might find it in the Guide!”

- All comments submitted in the 2011 Reader Survey -

READER SURVEY



SOURCE - 2011

DISTRIBUTION

MAGAZINE – 85,000 COPIES

COVER PRICE – FREE!

- Targeted distribution through tourist information centres, Chamber of Commerce information centres, RV rallies and trade shows, attractions, businesses, hotels, motels, campgrounds and tour operators
- Primary distribution covers Manitoba, Saskatchewan, Alberta and British Columbia with secondary distribution in Ontario and The United States

DISTRIBUTED IN OVER 150 CITIES & TOWNS

ON HIGHWAY

100 Mile House
Abbotsford
Barriere
Batoche
Battleford
Beausejour
Binscarth
Birtle
Bonnyville
Borden
Brandon
Bredenbury
Burns Lake
Churchbridge
Clearwater
Colonsay
Courtney
Dalmeny
Delta
Dryden
Edmonton
Edson
Esterhazy
Foam Lake
Fort Assiniboine
Fort Langley
Fort Saskatchewan
Fort St. James
Fraser Lake
Gladstone
Grande Cache
Granisle

Hazleton
Headingley
Hinton
Hope
Houston
Humboldt
Innisfree
Jasper
Kamloops
Kamsack
Kitimat
Kitscoty
Lamont
Langenburg
Langham
Lanigan
Lashburn
Leduc
Lloydminster
Maidstone
Masset
McBride
Merritt
Millet
Minnedosa
Morinville
Mundare
Neepawa
New Hazelton
North Battleford
Parkland County
Paynton
Port Edward

Portage la Prairie
Preeceville
Prince George
Prince Rupert
Queen Charlotte
Quesnel
Radisson
Rossburn
Russell
Saltcoats
Sangudo
Saskatoon
Sherwood Park
Shoal Lake
Smithers
Springside
Spruce Grove
St. Albert
Stony Plain
Strathclair
Taylor
Terrace
Tete Jaune Cache
Valemount
Vanderhoof
Vegreville
Vermilion
Wabamun
Winnipeg
Wynyard
Yorkton

OFF HIGHWAY

Alameda
Blairmore
Calgary
Canmore
Chase
Chetwynd
Creighton
Dawson Creek
Drumheller
Duncan
Estevan
Falcon Lake
Flin Flon
Fort McMurray
Fort Nelson
Fort St. John

Grande Prairie
Haida Gwaii
Kelowna
Lac Du Bonnet
Lacombe
Langley
Maple Creek
Milk River
Moosejaw
Moosomin
Nanosee Bay
Oyen
Pierson
Prince Albert
Red Deer
Regina
Richmond

Rocky Mtn. House
Salmon Arm
Sidney
Slave Lake
Stewart
Surrey
Valleyview
Vernon
Walsh
Waterdown
Watrous
West Bank
Wetaskiwin
Whitecourt
White Rock
Williams Lake
Wolseley

+ ALL WESTERN CANADIAN / US BORDER CROSSINGS

RATES

DISPLAY ADS

	Non-Member Rate	Member Rate
Full Page	<input type="checkbox"/> \$3,395	<input type="checkbox"/> \$3,035
2/3 Page Vert.	<input type="checkbox"/> \$2,795	<input type="checkbox"/> \$2,510
1/2 Page Horiz.	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,115
1/3 Page Horiz.	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,525
1/4 Page Vert.	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,165
1/6 Page Vert.	<input type="checkbox"/> \$995	<input type="checkbox"/> \$895

SPECIAL POSITION

Outside Back Cover	<input type="checkbox"/> \$4,725	<input type="checkbox"/> \$4,250
Inside Front Cover	<input type="checkbox"/> \$4,050	<input type="checkbox"/> \$3,645
Inside Back Cover	<input type="checkbox"/> \$3,975	<input type="checkbox"/> \$3,575

LISTINGS IN PRINT

Basic Listing	<input type="checkbox"/> \$199	<input type="checkbox"/> Free
Basic Listing Plus Grid	<input type="checkbox"/> \$349	<input type="checkbox"/> \$99
Descriptive 100 words*	<input type="checkbox"/> \$499	<input type="checkbox"/> \$299

WEBSITE

Skyscraper Ad	-	<input type="checkbox"/> \$995/year
Button Ad	-	<input type="checkbox"/> \$595/year
Community Enhanced Listing	-	<input type="checkbox"/> \$149/year
Corporate Enhanced Listing	<input type="checkbox"/> \$199/year	<input type="checkbox"/> \$99/year

SUBTOTAL _____

PRODUCTION/OTHER COSTS PER INSERTION _____

APPLICABLE HST / GST (#R105133888) _____

TOTAL _____

* Over 100 words will be pro rated.

DEADLINES

Booking Deadline March 16, 2012
 Material Deadline March 23, 2012
 Street Date April, 2012

FORM OF PAYMENT

Cheque Visa MasterCard Pre-authorized Chequing

I would like to be billed monthly (Visa/Master Card/PAC plan only)

Card No _____ Expires _____

Signature _____

AUTHORIZATION

I do hereby certify that I am duly authorized and acting agent of the firm named above and that I am authorized to make and execute this agreement for advertising & production on its behalf.

Advertiser _____ signature _____ date _____

Accepted by _____ Publisher _____

CONTACT INFORMATION

Company _____

Contact Person _____

Address _____

City _____

Province _____ Postal Code _____

Phone _____ Fax _____

Email _____

Website _____

COMMENTS

Salesperson: Meghann Tanner

TERMS & CONDITIONS

- DEPOSIT** Single Insertion – 20% + production on insertion order.
- INVOICING** All insertions less than \$499 payable upon order. *Cheque, Visa & MC.
- We reserve the right to cancel future advertisements for non-payment in which case the advertiser will be required to pay the adjusted rate earned on previous advertisements.
- CANCELLATIONS** must be received in writing prior to the space reservation closing date or cancellation will not be accepted.
- The publisher reserves the right to place editorial features and listings as it deems feasible; any errors or omissions in the editorial content shall have no bearing on paid advertising. The limit of liability for any publisher's errors in the editorial content will be limited to correction in the next insertion.
- Customers and advertising agencies assume full liability for all content of advertisements and also assume full responsibility for any and all claims arising there from against the publisher.
- Customer and/or advertiser agrees that Tanner Young Marketing Ltd. will be under no liability for failure to insert advertisement.
- All advertising copy is subject to approval of the publisher.
- AD MATERIAL** When the ad material is not received by the ad material due date, the most current previous ad on file will be placed and you will be billed as per contract.
- This agreement is not valid until accepted by the publisher.
- Applicable HST / GST will be charged on all space and production charges. (GST# R 105133888)

INITIAL

Please email (sales@yellowheadit.com), fax (780-448-0424) or mail completed insertion order to Tanner Young Publishing Group

Please keep a copy for your records

SPECIFICATIONS

AD DIMENSIONS w/o bleed (width x depth)

EDITORIAL SECTION – FOUR-COLOUR DISPLAY AD

Full Page Bleed	5-1/8" x 8-1/8" *
Full Page Island	4-7/16" x 7-3/8"
2/3 Page Vert.	2-15/16" x 7-3/8"
1/2 Page Horiz.	4-7/16" x 3-7/16"
1/3 Page Horiz.	4-7/16" x 2-1/4"
1/4 Page Vert.	2-1/8" x 3-7/16"
2/9 Page Horiz.	2-15/16" x 2-1/4"
1/6 Page Vert.	1-7/16" x 3-7/16"
1/9 Page Vert.	1-7/16" x 2-1/4"

SPECIAL POSITION

Inside Front Cover	5-1/8" x 8-1/8" *
Outside Back Cover	5-1/8" x 8-1/8" *
Inside Back Cover	5-1/8" x 8-1/8" *
Double Page Spread	10-1/4" x 8-1/8" **

TRIM SIZE IS 5-1/8" x 8-1/8"

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

** **BLEED SIZE for double page ad is 10-3/4" x 8-5/8"**
(includes 1/4" bleed) and 1/4" live area & 1/2" gutter

DEADLINES

Booking Deadline	March 16, 2012
Material Deadline	March 23, 2012
Street Date	April, 2012

CONTACTS

Account Executive

Meghann Tanner 780-628-5215 sales@yellowheadit.com

Traffic Coordinator

Cheryl Lindquist 780-628-5217 cheryl@tanneryoung.com

MECHANICAL SPECIFICATIONS

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

PRINT MATERIAL REQUIREMENTS

- Ads must be supplied as digital files
- Ads must be accompanied by a printed colour proof

PRESS READY FILES

Acceptable formats include:

- PDF, all fonts embedded, images 300 dpi and placed at 100% size in the document
- EPS, type converted to outlines, images 300 dpi and placed at 100% size in the document
- TIFF, images 300 dpi and placed at 100% size in the document

Please ensure:

- All colours and images are CMYK (No RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All Images are 300 dpi and placed at 100% size in the document

APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are CMYK (no RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All images are 300 dpi and placed at 100% size in the document
- All supporting files (images and fonts) are supplied with the application file

MATERIAL FOR PRINT ADS BUILT BY TANNER YOUNG PUBLISHING

- Image size minimum 4"x6" at 300 dpi for up to 1/4 page ads
- Image size minimum 8"x10" at 300 dpi for half-page and full-page ads
- Text in digital format

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 will not be accepted for reference
- Tanner Young Publishing Group will not be held responsible for poor colour

reproduction when a proper colour proof is not supplied

WEBSITE MATERIAL REQUIREMENTS

WEBSITE READY FILES

- Web optimized files: JPG or GIF
- Web Not-optimized files: TIF, EPS, PDF

APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are RGB
- All supporting files (images and fonts) are supplied with the application file

MATERIAL FOR WEB ADS BUILT BY TANNER YOUNG PUBLISHING

- Image size minimum 4"x6" at 72 dpi, RGB
- Text in digital format (TXT, RTF, DOC)

DELIVERY INFORMATION

Please supply all material for the publication and website together.

EMAIL

- Please ensure that digital files sent via email are no larger than 10 MB in size. If larger, please post to FTP site (see below)
- Please use compression software to avoid file corruption

YouSendIt

URL: dropbox.yousendit.com/Tanner-Young-Publishing-Group

- Drag and drop files (up to 2GB each) into You Send It folder

FTP

Host: ftp.worldweb.com

User ID: wedmftp

Password: 6ucxw55

- If uploading anything over 50 MB to the FTP site, please inform us before starting the upload; maximum file size is 100 MB
- Uploaded files have to be placed in a folder with the client's name and publicationname (ClientName_YIT11)
- When the file is posted please email confirmation and file name to Traffic Coordinator

COURIER

Deliver material to the address above.

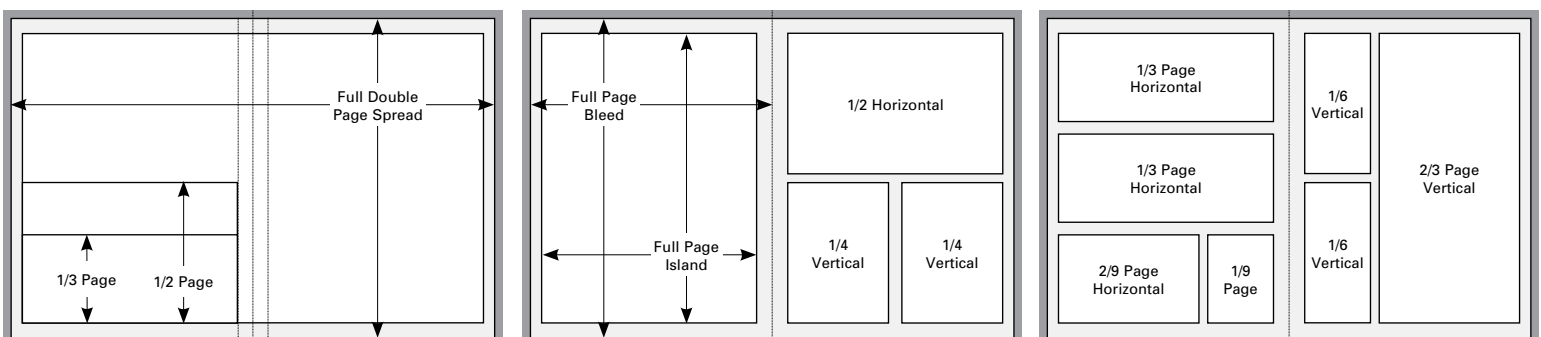
CONTACT

TRAFFIC COORDINATOR

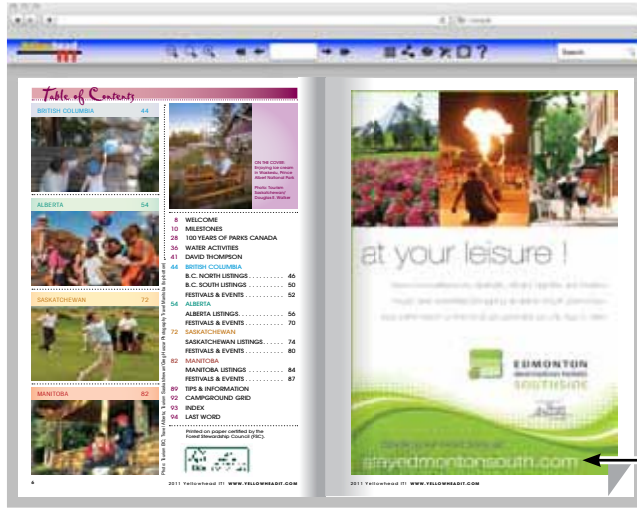
Cheryl Lindquist

P 780-628-5217

E cheryl@tanneryoung.com



DIGITAL EDITION



SKYSCRAPER & BUTTON ADS

Showcase your business, town or city with a direct link.

Your ad will appear on all pages within your province giving you maximum exposure.



RATE

Skyscraper Ad

One linked skyscraper ad prominently positioned per province. Ad is included in all pages within purchased province.

\$995/year

Button Ad

Linked button ads available for each province. Button ad is included in all pages within purchased province.

\$595/year

* Exclusive to Trans Canada Yellowhead Highway Association members and print display advertisers

SKYSCRAPER AD

Skyscraper ads offer you the opportunity to prominently promote your service to all visitors within each purchased province which will include all city, town and subsequent editorial pages within.

BONUS The four provincial skyscraper advertisers will be rotated on home page.

BUTTON ADS

Linked image button ad will be displayed in the footer of each purchased province which will include all city, town and subsequent editorial pages within.

BONUS Each button ad advertiser will be rotated on home page.

COMMUNITY PAGES

BASIC LISTING

Includes information on your community as it is displayed in the *YellowheadIT!* magazine, and serves as an anchor page for all local businesses.



ENHANCED LISTING

Upgrade from a basic listing by adding text, images and website link.



City map highlighting businesses and services from your community is included

LISTINGS RATE

Basic Listing **FREE**

Exclusive to Trans Canada
 Yellowhead Highway Association
 members

Enhanced Listing **\$149/year**

Exclusive to Trans Canada
 Yellowhead Highway Association
 members

Non Interactive Map



BUSINESS, EVENTS & ATTRACTIONS LISTINGS

ENHANCED LISTING

Enhance your basic listing by adding company logo, Website link, **PLUS** Google map locator. All enhanced listings will be given **PRIORITY PLACEMENT**.



BASIC LISTING

All members of the Trans Canada Yellowhead Highway Association will be offered a complimentary listing which will be displayed ahead of any non-member basic listing. Member icon included.

BASIC ENHANCED

Non-Member	FREE	\$199
Member	FREE	\$99

Business Name	•	•
Address	•	•
Phone Number	•	•
Fax Number	•	•
Toll Free Number	•	•
Email	•	•
Descriptive Text (edited for length & accuracy)	•	•
Logo	•	+
Website Link from Listing	•	•
Google Map Locator	•	•
Priority Placement	•	•