

BRITISH COLUMBIA

ALBERTA

SASKATCHEWAN

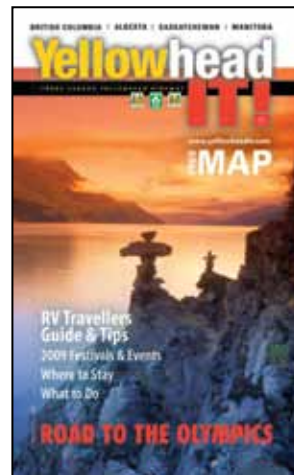
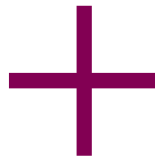
MANITOBA



YELLOWHEADIT! TRAVEL GUIDE 2010 MEDIA KIT



75,000 copies



100,000 copies

OFFICIAL GUIDE TO THE YELLOWHEAD HIGHWAY

The YellowheadIT! Travel Guide — the official publication for the Trans Canada Yellowhead Highway Association — provides comprehensive information targeted at travellers en route as well as people planning road trips.

DON'T MISS THIS OPPORTUNITY TO REACH YOUR CUSTOMERS!



Our 2010 *Yellowhead IT! Travel Guide* pulls together a wealth of updated information, crisply presented in bite-sized listings and entertaining, accessible features. Colourful sidebars highlight new events, new accommodations and must-see attractions in each of the four western provinces: Manitoba, Saskatchewan, Alberta and British Columbia.

Our hotel accommodation section, complete with photography, is conveniently included in each applicable province section, giving travellers fast, easy access to all they need to know to enjoy your hospitality along the historic Yellowhead Highway.

It goes without saying that we've updated and expanded our popular listings of cosy and amenity-rich campgrounds to give Yellowhead travellers a handy reference tool.

Our updated and comprehensive listings for each Yellowhead community will continue to feature basic information such as population, 24-hour services and local highlights.

Our 2010 print run is 75,000 copies, all freely distributed to more than 150 cities and towns along the Yellowhead. Market-survey results indicate 84 per cent of respondents either "visited or used the services of our advertisers," while 97 per cent of respondents say "the guide influences their travel plans."

The official 2010 *Yellowhead IT! Travel Guide* is a must-have for all who travel this highway or plan to do so in the near future.

Reserve your place today in the 2010 *Yellowhead IT! Travel Guide*, Western Canada's premier source and reference tool for all who drive this legendary highway.



ACCOMMODATION PROVIDERS

Each provincial section of the 2010 *YellowheadIT! Travel Guide* features a detailed accommodations guide with photos of your establishment, giving travellers fast, easy access to all they need to know to enjoy your hospitality along the historic Yellowhead Highway.

Contact our sales associate to take advantage of this opportunity to showcase your unique property to our targeted audience!

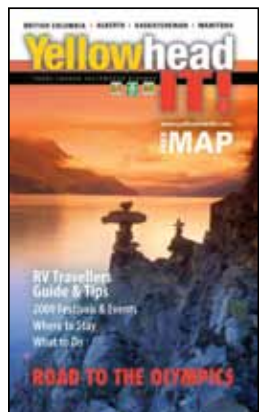


DISTRIBUTION

MAGAZINE – 75,000 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
- Distribution covers Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and United States
- Prompt mail out in response to all inquiries from advertising promotions



MAP – 100,000 COPIES

- 75,000 keeper stitched in magazine
- 25,000 stand alone distribution

DISTRIBUTED IN OVER 150 CITIES & TOWNS

100 Mile House	Fort Assiniboine	Maple Creek	Saskatoon
Abbotsford	Fort Langley	Masset	Sherwood Park
Alameda	Fort McMurray	McBride	Shoal Lake
Barriere	Fort Nelson	Merritt	Sidney
Batoche	Fort Saskatchewan	Milk River	Slave Lake
Battleford	Fort St. James	Millet	Smithers
Beausejour	Fort St. John	Minnedosa	Springside
Binscarth	Fraser Lake	Moosejaw	Spruce Grove
Birtle	Gladstone	Moosomin	St. Albert
Blairmore	Grande Cache	Morinville	Stewart
Bonnyville	Grande Prairie	Mundare	Stony Plain
Borden	Granisle	Nanoose Bay	Strathclair
Brandon	Haida Gwaii	Neepawa	Surrey
Bredenbury	Hazelton	New Hazelton	Taylor
Burns Lake	Headingly	North Battleford	Terrace
Calgary	Hinton	Oyen	Tete Jaune Cache
Canmore	Hope	Parkland County	Valemount
Chase	Houston	Paynton	Valleyview
Chetwynd	Humboldt	Pierson	Vanderhoof
Churchbridge	Innisfree	Port Edward	Vegreville
Clearwater	Jasper	Portage la Prairie	Vermilion
Colonsay	Kamloops	Preeceville	Vernon
Courtney	Kamsack	Prince Albert	Wabamun
Creighton	Kelowna	Prince George	Walsh
Dalmeny	Kitimat	Prince Rupert	Waterdown
Dawson Creek	Kitscoty	Queen Charlotte	Watrous
Delta	Lac Du Bonnet	Quesnel	West Bank
Drumheller	Lacombe	Radisson	Wetaskiwin
Dryden	Lamont	Red Deer	Whitcourt
Duncan	Langenburg	Regina	White Rock
Edmonton	Langham	Richmond	Williams Lake
Edson	Langley	Rocky Mtn. House	Winnipeg
Esterhazy	Lanigan	Rosburn	Wolseley
Estevan	Lashburn	Russell	Wynyard
Falcon Lake	Leduc	Salmon Arm	Yorkton
Flin Flon	Lloydminster	Saltcoats	
Foam Lake	Maidstone	Sangudo	

RATES

DISPLAY ADS

	Non-Member Rate	Member Rate
Full Page	<input type="checkbox"/> \$3,395	<input type="checkbox"/> \$3,035
2/3 Page	<input type="checkbox"/> \$2,795	<input type="checkbox"/> \$2,510
1/2 Island	<input type="checkbox"/> \$2,525	<input type="checkbox"/> \$2,275
1/2 Horizontal	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,115
1/3 Page	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,525
1/6 Page	<input type="checkbox"/> \$995	<input type="checkbox"/> \$895
1/12 Page	<input type="checkbox"/> \$575	<input type="checkbox"/> \$515

SPECIAL POSITION

Double-page Spread	<input type="checkbox"/> \$6,050	<input type="checkbox"/> \$5,445
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

4C FORMATTED ADS*

1/4 Page	<input type="checkbox"/> \$845	<input type="checkbox"/> \$761
1/8 Page	<input type="checkbox"/> \$425	<input type="checkbox"/> \$383

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

MAP DISPLAY ADS

Full Panel	<input type="checkbox"/> \$4,950
Back Cover	<input type="checkbox"/> \$5,950

WEBSITE

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

SUBTOTAL: _____

PRODUCTION/OTHER COSTS PER INSERTION _____

APPLICABLE GST (#R105133888) _____

TOTAL: _____

* Formatted ads are designated for the accommodation sector only. Includes Hotels, Motels and Campgrounds. Hotel chain display ads use the 4-colour display ad rates and will be placed in the editorial section of the travel guide.

** Over 100 words will be pro rated.

DEADLINES

Booking Deadline February 19, 2010
 Material Deadline February 26, 2010
 Street Date March, 2010

FORM OF PAYMENT

Cheque Visa Master Card 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: _____

Postal Code: _____ Province _____

Telephone: (_____) _____

Fax: (_____) _____

Email: _____

- New advertising copy will be supplied
- Use 2009 YellowheadIT! Travel Guide ad without changes
- Use 2009 YellowheadIT! Travel Guide ad with changes indicated

* Proofs will not be sent out for ads provided print-ready

COMMENTS

Salesperson: _____

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 G.S.T. will be charged on all space and production charges. (GST# R 105133888)

INITIAL

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Please 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	8-1/8" x 10-3/4" *
Full Page Island	7-1/16" x 9-7/8"
2/3 Page	4-5/8" x 9-7/8"
1/2 Page Island	4-5/8" x 7-3/8"
1/2 Page Horiz.	7-1/16" x 4-7/8"
1/4 Page	3-3/8" x 4-7/8"
1/3 Page Vert.	2-1/4" x 9-7/8"
1/3 Page Sq.	4-5/8" x 4-7/8"
1/6 Page Vert.	2-1/4" x 4-7/8"
1/12 Page	2-1/4" x 2-3/8"

SPECIAL POSITION

Inside Front Cover	7-1/16" x 9-7/8" *
Outside Back Cover	7-1/16" x 9-7/8" *
Inside Back Cover	7-1/16" x 9-7/8" *

TRIM SIZE IS 8-1/8" X 10-3/4"

* BLEED SIZE IS 8-5/8" x 11-1/4" (includes 1/4" bleed) and 1/2" live area

DATES TO NOTE

DEADLINES

Booking Deadline February 19, 2010
 Material Deadline February 26, 2010
 Street Date March, 2010

Phone 780-465-3363

Publisher/President

Rob Tanner

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Sales Representative

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traffic@tanneryoung.com

direct line 780-628-5217

Web Manager

Mike Treloar

mike@tanneryoung.com

Circulation

Kendra Mah

frontdesk@tanneryoung.com

MECHANICAL REQUIREMENTS

Line screen is 150. Scans must be minimum 300 dpi at 100%. Technical and copyright limitations prevent us from using electronic images lower than 300 dpi or material acquired from websites. Please name file(s) so that your business name is identifiable. eg. company name_yit10.pdf

We also accept high-resolution PDF for supplied display ads. Please send via email digital files no larger than 5 MB in size. Use compression software to avoid file corruption.

Post files on the Tanner Young ftp site and email us confirmation and the file name at:

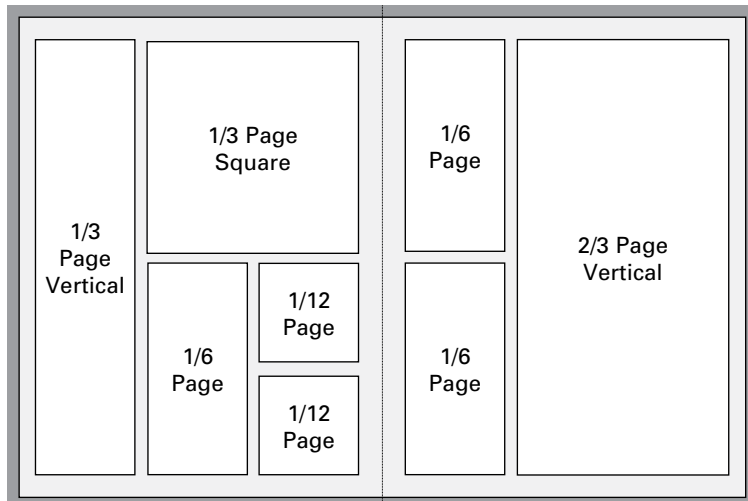
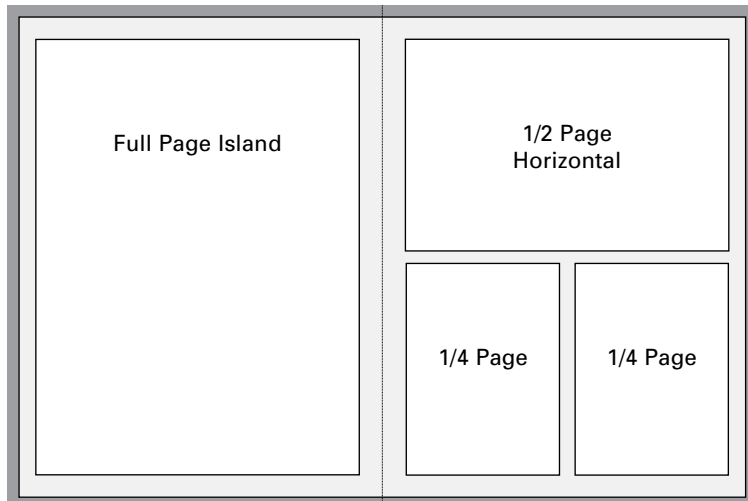
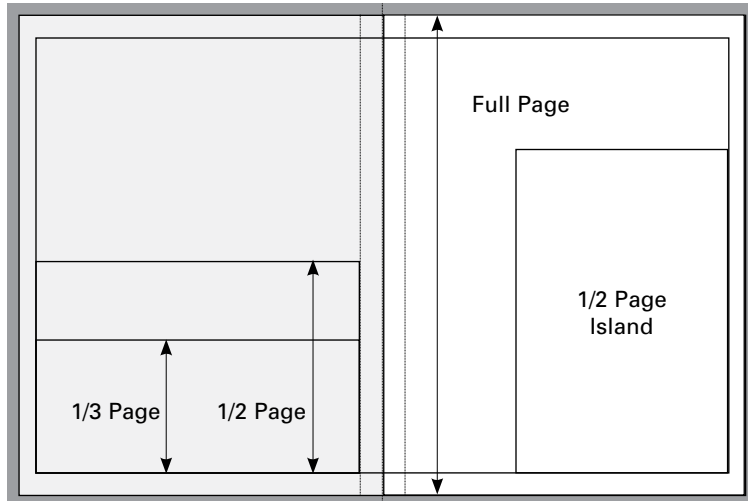
Host: ftp.worldweb.com

User ID: wedmftp

Password: *****

Please call traffic at 780.628.5217 or email traffic@tanneryoung.com for password.

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



WWW.YELLOWHEADIT.COM

2010 MEDIA KIT

SKYSCRAPER & BUTTON ADS

The screenshot shows the YellowheadIT website interface. At the top, there's a navigation bar with province links: British Columbia, Alberta, Saskatchewan, and Manitoba. Below this is a search bar and a 'Welcome to the Trans Canada Yellowhead Highway Association' banner. The main content area features a 'Featured Story' about the 'Road to the Olympics' and a 'Featured Destination' about 'Yellowhead Highway #16 the Route to the Coast'. There are also sections for '2008 Photo Contest', 'Tours' (listing Manitoba, Saskatchewan, Alberta, and British Columbia tours), and 'Did you know?' facts about Alberta. The footer contains navigation links like 'About Us', 'Members', 'Newsletter', 'Contact Us', and 'Add a Free Listing', along with logos for various sponsors like Edmonton Westend and Tanner Young Publishing Group.

	RATE
<p>Skyscraper Ad One linked skyscraper ad prominently positioned per province. Ad is included in all pages within purchased province.</p>	\$995
<p>Button Ad Linked button ads available for each province. Button ad is included in all pages within purchased province.</p>	\$595

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

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**
 Exclusive to Trans Canada Yellowhead Highway Association members

New 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 display ahead of any non-member basic listings. 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 Lisitng	•	•
Google Map Locator	•	•
Priority Placement	•	•