

VISITORS' CHOICE

Delta 2010 Rate Card

As an established and popular series of high-quality visitor magazines, Visitors' Choice offers useful information and detailed maps that promote 49 communities in BC. The Visitors' Choice audience holds on to Visitors' Choice and refers to it over and over again! Visitors' Choice Delta is a comprehensive, glossy, digest-size, full colour magazine that will spread your message to thousands!

Distribution: using an established & carefully tracked distribution network Visitors' Choice is strategically distributed via:

- Accommodations, attractions, restaurants, retailers, realtors and car rental agencies
- Chambers of commerce, visitor info centres and auto association offices (AAA) throughout Western Canada and the Pacific Northwest.

Brand Recognition: our 20 regional editions create power and continuity in the brand of Visitors' Choice.

BOOKING DEADLINE

March 5, 2010

STREET DATE

May 2010

Terms of payment – 25% due upon signing agreement; balance on ad proof - other payment options may be available.
Ask your account manager for more information.

Delta Account Manager

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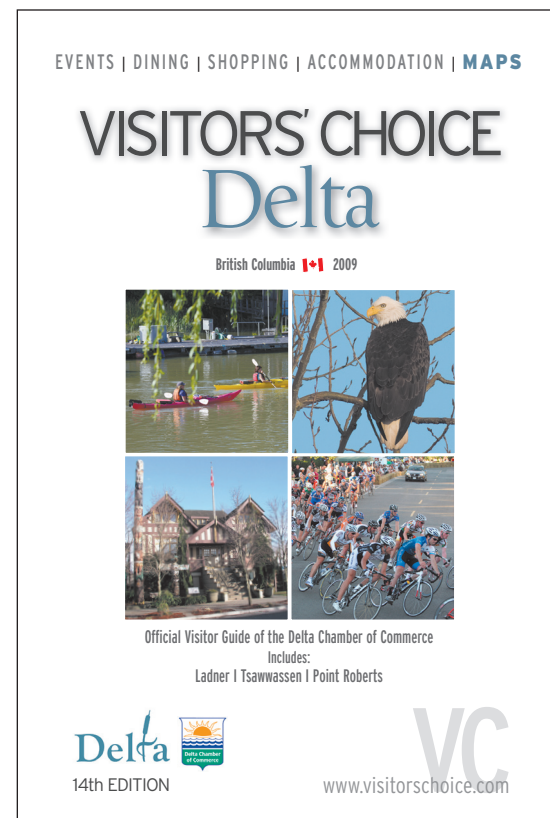
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50,000 COPIES



Outside back cover	\$ 3950	Full page (bleed size)	5.375" x 8.375"
Full page	\$ 3290	Full page (trim size)	5.125" x 8.125"
2/3 page	\$ 2350	Full page (live area)	4.375" x 7.5"
1/2 page	\$ 1745	2/3 page vertical	2.875" x 7.5"
1/3 page	\$ 1230	1/2 page vertical	2.125" x 7.5"
1/4 page	\$ 999	1/2 page horizontal	4.375" x 3.687"
1/6 page	\$ 695	1/3 page vertical	1.375" x 7.5"
1/12 page	\$ 495	1/3 page square	2.95" x 3.687"
		1/3 page horizontal	4.375" x 2.437"
Basic text listing	\$ 225	1/4 page vertical	2.125" x 3.687"
Expanded text listing	\$ 310	1/4 page horizontal	4.375" x 1.75"
Expanded text w/photo	\$ 425	1/6 page vertical	1.375" x 3.687"
Map logo	\$ 350	1/6 page horizontal	2.875" x 1.125"
		1/12 page	1.375" x 1.75"

15% Surcharge for guaranteed positioning