



Banff

Resort Guide

WINTER 2009-2010 AD RATES

A Guide for British and Other International Visitors

Banff Resort Guide includes essential, well-written and attractively presented information on ski areas, ski and snowboard schools, gear rentals, adventures and excursions, history and museums, hot springs and spas, restaurants, nightspots, real estate opportunities, numbers to note and more. There are excellent maps of the ski areas and Banff townsite.

Six Customized Editions for Receptive Tour Operators

All major British tour companies and transportation providers include Banff Resort Guide in client welcome packages at Calgary Airport. Editions are published for:

- Thomson, Crystal and Crystal the Finest
- SunDog Tours (receptive operator for Jonview and others)
- Airtours and Neilson
- Banff Airporter
- Inghams

A sixth 'generic' edition goes to clients of additional tour and transportation companies such as Ski Independence, Stumbeck, Skican and Brewster. Distributed in racks at high profile townsite locations such as the Banff Information Centre, Banff Gondola, and The Fairmont Banff Springs Hotel.

Same Ad Prices — Five Years Running

Banff Resort Guide advertising rates have not been increased for five years and cover ad prices were even reduced last year. Yet circulation is now 30,000 copies (up from 25,000) — your ad reaches 20% more prospective customers at no extra cost to you. All ads are full color and appear in all editions of the Guide.

Ad Size	Price
Sixth Page 1 1/2 x 3 11/16	\$795
Quarter Page 2 5/16 x 3 11/16	1,175
Half Page 4 3/4 x 3 11/16	1,925
Full Page 4 7/8 x 7 3/4 type page; bleed available	2,995
Double Page	5,700
Inside Front or Back Cover	3,750
Outside Back Cover	4,250

The trim size of Banff Resort Guide is 5 1/2" x 8 1/2". Submit ads via FTP, email or disk—call for format details. Ad design is available at reasonable rates. Payment for ads is due on invoicing after the Guide's release.

Advertising Sales Representatives

- Glenn Miles, 1-888-783-9009 or 403-299-1881 • glenn@whererockies.com
- Jack Newton, 1-800-668-6966 or 403-299-1885 • jack@whererockies.com
- Warren Mackie, 1-866-609-2137 or 403-609-2137 • warren@whererockies.com