

DESTINATION  
*Peachland*



**2012 Official Visitor Guide Media Kit**

\*This image is a sample cover image



## The Official Peachland Visitor Guide

The official 2012 Peachland Visitor's Guide is a publication of Destination Peachland.

The guide is published annually and is widely distributed to over 100 Visitor Information Centres throughout BC.

Area businesses and advertisers are additional venues for the guide. Copies are also available throughout the year at the Peachland Visitor Centre and included in promotional packages, visitor information mail-outs and relocation packages.

The electronic version of the guide will be posted as a download on the Peachland Visitor Information Centre website, and is routinely mentioned on our Twitter and Facebook pages.

## Distribution

15,000 copies will be printed.  
2% Kelowna International Airport  
12% Direct Distribution to Peachland businesses  
16% Local Distribution: Accommodators, Attractions, Restaurants and other businesses  
35% Visitor Centres within BC, other provinces and Washington  
35% Direct inquiries through the website and the Peachland Visitor Centre

## What's Included in the Visitor's Guide

The guide is an exciting, informative guide that will provide readers with an inviting overview of all that Peachland has to offer.

The information in the guide will inspire people to shop, dine, sip, hike, swim and explore everything Peachland.

The guide will provide a mix of well-crafted stories covering a range of topics such as:

- **Things to Do**
- **Accommodations**
- **Eateries**
- **Pullout Map**
- **Parks**
- **Winter Fun**
- **Wine**
- **Water Fun**
- **Outdoor Recreation**
- **Arts & Heritage**
- **Events**
- **Touring**
- **Community Contacts**
- **Wedding Packages**

**Book this Half Page Ad for just \$650**

**Dining in Peachland!**

### **Spreading the Word About Peachland**

The 2012 Peachland guide will showcase the town's food, personalities, arts, outdoor life and attractions. The visitor guide is available in visitor centres all across BC, as well as in the Kelowna international airport and online at [visitpeachland.ca](http://visitpeachland.ca) where we get over 1500 unique visitors per month. The Peachland Visitor Guide is our go-to source for information. Current research and data collection reveals that:

#### **Peachland offers a desirable market**

- We receive an average of over 11,000 visitors to the centre every year. Over 2000+ visitors are from BC, 1000+ from Alberta and 1700+ visitors from all over the world.
  - 40% of all visitors stay overnight
  - 2,371 – The average number of nights that families spend in Peachland annually
  - 5,833 – The average number of annual enquiries about: attractions, shopping, community services, food & beverage, accommodation, adventure recreation activities and wineries
  - 75% of all internet users visit Facebook with more than 800 million active users
- The average user is connected to 80 community pages, groups and events (Peachland Visitor Centre has a page)
- Our Twitter account – @PeachlandBC is in the top 10% of all twitter users. There are 11,000,000 total Twitter users.
  - We ranked first for all users located in Peachland, BC.

Promoting Peachland is our mandate and we will continue to effectively use our social media tools in promoting the 2012 online guide ~ maximizing your advertising dollars.

**Book this Eighth  
Page Ad for just \$250**



# **Peachland Pizazz**

**10622 Beach Avenue  
250-767-0001**



**Book this Half Page  
Ad for just \$650**

### Booking Deadline

Earlybird booking deadline is Friday, January 13th, 2012. Those who book by this date will receive a 10% discount on their booking. All further ads will be accepted no later than January 31, 2012. Ad space is on a first-come, first-serve basis.

### A 50% deposit is required by booking deadline.

Business will be invoiced by the Peachland Chamber of Commerce.

### Artwork & Material Deadline

All final ads are to be in and supplied in a HiRes PDF format by no later than Tuesday, January 31, 2012.

### Publication Date

The final print of the Peachland Visitor Guide will be out on shelves mid-March, 2012.

### Advertising Rates

Inside Front Cover	\$1495
Inside Back Cover	\$1495
Back Cover	\$1950
Full Page	\$1200
Half Page	\$650
Quarter Page	\$375
Eighth Page	\$250
Accommodation Listing	\$95
(includes address, phone & website)	
Eatery Listing	\$95
(includes address, phone & website)	

An accommodation or eatery listing in the grids will be included with any size ad booking.

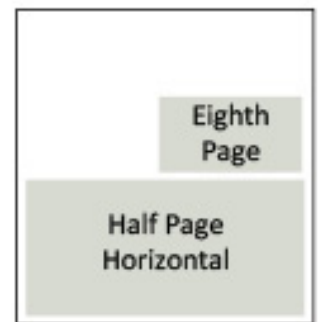
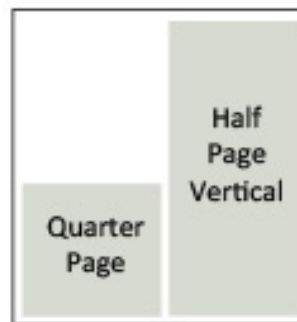
All half page & full page ads will include an icon on the map.

### Guide Technical Specifications

Trim Size	8.375"(w) x 10.75"(h)
Bleed Min. on Full Page	0.125" All 4 sides
Full Page w/ Bleed	8.625" x 11"
(Full Page Live Area)	7.875" x 10.25"
Half Page Vertical	3.625" x 10.25"
Half Page Horizontal	7.375" x 5.0625"
Quarter Page	3.625" x 5.0625"
Eighth Page	3.625" x 2.468"

### File Formats

We accept files in the following formats: Hi Resolution PDF (300dpi), Hi Resolution TIFF (300dpi), Hi Resolution JPG (300dpi), InDesign file, Illustrator EPS or Photoshop file.



Guide is in full colour. When supplying digital images, must be submitted at original size. Image must be at least the size of its placement or larger. If images supplied are sized up to fit, results will be of lesser quality.

Please supply a packaged file with fonts and images if supply an InDesign, Illustrator or Photoshop file.

### Fonts

All fonts must be supplied or attached to your file, OR converted to outlines. All fonts must be 100% Black, NO RICH BLACK (4 colour Black).

### Logos

All logos must be supplied in Vector or EPS format. If this is not possible than a Hi-Res (300 dpi) PDF, JPG or TIFF would be acceptable. NO WEB IMAGES as these are Low-Res (72 dpi) files.

### Ad Production

If your advertising needs to be created, or is not supplied in the above formats, there will be an extra charge.

### Mechanical Specifications for Supplying Material

We will not be held responsible for material that does not meet these requirements.

A colour laser proof or PDF must be supplied with digital ads if colours need to be matched. We accept no responsibility for content or colour accuracy if a proof has not been supplied.

Digital Material may be supplied in one of the following ways:

CD/DVD for any file higher than 10MB

Email for any file 10MB or less (File should be compressed into a 'Stuffit' (Mac) or 'Zip' (PC) file.

Include the name of ad and publication

ie. NameOfBusiness\_PeachlandVisitorGuide

### Compatibility

Digital material must be supplied to the following specifications:

Adobe InDesign/Illustrator/Photoshop up to and including CS5

## Eateries

This information has been provided by the restaurants. For more information please contact them directly.

Average Rate  
Meal Type  
Patio

Contemporary & Fine Dining			
<b>Views &amp; More at the Lakeside</b>			
12345 Beach Avenue, Peachland BC, V0H 1X7 P: 250.767.0014 www.viewsandmore.com			
\$\$\$	L,D	●	
European			
<b>The European Standard</b>			
54321 Beach Ave, Peachland, BC V0H 1X7 P: 250.767.0015			
\$\$	D		
<b>The Taste You've Been Missing</b>			
67890 Beach Ave., Peachland BC, V0H 1X7 P: 250.767.0016 www.tastemissing.ca			
\$\$\$	L,D	●	
Bistro's			
<b>The Best Coffee Baristas in Town</b>			
09876 Beach Ave, Peachland, BC V0H 1X6 P: 250.767.0017 www.thebestcoffee.com			
\$	B,L,C	●	
<b>The Cafe that Delivers</b>			
13579 Beach Ave, Peachland BC, V0H 1X8 P: 250.767.0018			

**Book an Eatery Listing for only \$95**

### Eatery Listings

Your Eatery Listing will be displayed in an easy-to-read coloured grid. It will also list all the information visitors are looking for, such as: address, phone number, website, average rate, meal type, patio, etc.

### Lorem Ipsum

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## Accommodation

This information has been provided by the accommodators. For more information please contact them directly.

Payment Types  
Average Nightly Rate  
Breakable Units  
Accessibility (park)  
Wireless Internet  
Pet / Controlled  
Breakfast Included  
100% Non-Smoking  
In-room  
Handicap Accessible  
Pets Allowed (call)

Peachland Bed & Breakfasts										
<b>Beachy View Bed &amp; Breakfast</b>										
P: 1.250.767.0001 16542 Beach Avenue C: 1.250.768.0002 beachyview@beachyview.ca www.beachyview.ca										
C/CA	\$\$	2	●		C	●				
<b>Peachy View Bed &amp; Breakfast</b>										
P: 1.250.767.0003 4160 San Clemente Avenue www.peachyview.com										
C/CA	\$\$	1	●	●	C	●				
<b>Mahi Mahi Bed &amp; Breakfast</b>										
P: 1.250.767.0004 18682 Elist Avenue www.mahimahi.ca										
W/M/CA	\$\$	2	●		F	●				
<b>A Penguin's Dream Bed &amp; Breakfast</b>										
P: 1.250.767.0005 28312 Vernon Avenue www.apenguinsdream.com										
W/M/CA	\$\$\$	2	●	●	F/C	●				
<b>Mumbles' Bed &amp; Breakfast</b>										
P: 1.250.767.0006 89761 Toham Place C: 1.250.768.0007 www.mumbles.com										
M/C/CA	\$\$	2	●	●	F/C	●				
<b>Relax-A-Tion Bed &amp; Breakfast</b>										
P: 1.250.767.0008 41123 Black C: 1.250.768.0009 www.relaxation.com										

**Book an Accommodation Listing for only \$95**

### Accommodation Listings

Your Accommodation Listing will be beautifully displayed in an easy-to-read coloured grid. It will also list all the information visitor's are looking for, including: payment types accepted, average rates, number of rooms, amenities, and pet friendly accommodations.



**Book this Quarter Page Ad for only \$375**

DESTINATION  
*Peachland*

**Book this Full  
Page Back Cover  
for \$1950**

**OR Book the  
Front or Back  
Cover for \$1495**

**OR book a Full  
Page Ad for just  
\$1200**

**2012 Official Visitor Guide**

**Book your ad today!**

Earlybird booking deadline is Friday, January 13, 2012

Contact the Peachland Visitor Centre

**Loretta Robinson**

info@visitpeachland.ca

P: 250.767.2455

F: 250.767.2420

