

2011 VISITORS' GUIDE



Don't miss this exclusive opportunity!

40,000 copies of the Langley Visitor's Guide will serve as the primary consumer fulfillment piece. The Guide will contain comprehensive information about our communities, our attractions, our accommodations, and the endless choices of unique experiences we have to offer.

This guide will also serve as the distribution piece at the Langley Visitor's Centre, as well as distribution throughout the B.C. Visitor Centre network, BC Ferries, key provincial gateways, trade and consumer shows, and targeted markets outside our province. Additional value will ensure reach to a world-wide audience through our on-line marketing programs.

CIRCULATION FACTS

136 Visitor Centres province-wide

BC Ferries

Trade and Consumer shows

Local tournaments and meetings

On-line at
tourism-langley.ca

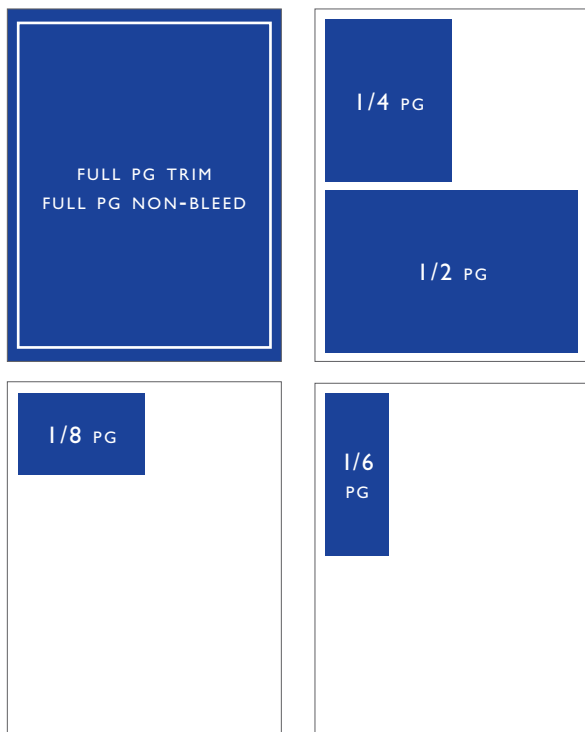
Pricing & Deadlines

Four Colour	Covers	Restaurant Listing	Design Services	Deadlines
Full page \$1975	Inside front cover \$2,550	\$50.00 per insertion	Available upon request from Design One: designone.ca	Book your ad size before March 18, 2011
1/2 page \$1065	Inside back cover \$2,550			All ad copy due before March 25, 2011
1/4 page \$685	Back cover \$3,095			Digital ready files due April 1, 2011
1/6 page \$520	<i>All cover positions are sold on an annual basis.</i>			
1/8 page \$410				

Mechanical specifications

- Publication trim size is 8.375" x 10.75"
- Live matter for bleed ads should be 0.25" inside trim
- Minimum bleed allowance is 0.125"

Ad sizes (inches)	w	h
Full page (bleed)	8.625	11
Full page trim	8.375	10.75
Full page live area	7.875	10.25
Full page non-bleed	7.5	9.75
1/2 page	7.5	4.8125
1/4 page	3.6875	4.8125
1/6 page	2.4375	4.8125
1/8 page	3.6875	2.3437



Media

Digital files supplied on CD are preferred. Ads may be submitted via FTP or email subject to prior arrangement with the production department. Ads submitted electronically also require a color proof.

Formats

Press-ready PDF (preferred). High Resolution Acrobat PDF X1a format: must be created with Acrobat Distiller v.4 or later (press optimized), CMYK composite with high-resolution graphics, fonts outlined and trapping included.

Adobe Illustrator, Photoshop and InDesign CS3 files are accepted. Mac platform only. All fonts must be included or converted to outlines, all files flattened and CMYK only, all images and graphics included. No other applications or platforms are accepted. Film is not accepted.

Graphics, Color, Fonts

All graphics must be at least 300dpi at 100% in the document. Only CMYK process colors are to be used. RGB files will not be accepted. Compressed images such as JPEG or LZW are also unacceptable media formats. PDF files with spot color graphics or compressed files embedded may yield unsatisfactory results when printed. If supplying fonts, only Mac postscript fonts are acceptable for print; both printer and screen fonts must be included.

Ad Submissions

EMAIL: darin@designone.ca

SERVER: ajilan.pair.com

FTP software required

USERNAME: d1admin_ftp1 PASSWORD: publicads

MAIL OR DROP OFF: Suite 200 - 20408 Douglas Cres.,
Langley, BC V3A 4B4
Tel: 604-530-2518

Specifications for 1/6 ads

Body Copy

Advertiser must provide copy for the advertisement, not to exceed a maximum count of 50 words. In addition, a heading must be provided and cannot exceed 30 characters. Tourism Langley reserves the right to edit submitted copy for clarity and length.

Photos

Total photographic area is 2.375" x 2". Only one photo is allowed per listing. Each photo must meet the minimum size requirement of 2.375" x 2" at 300 dpi.

Logos

All logos must be submitted as a CMYK (vector) EPS file and may be no larger than 0.5" x 0.5" at 100 percent. Exceptions are made for unchangable logo/wordmarks.

Contact Information

Please provide your phone number (with area code), website and email address.

