



Welcome to the 19th Annual Issue of the B.C. and Alberta Bed and Breakfast Directory!

For 18 years now Monday Tourism Publications has been producing what has become the most comprehensive Bed & Breakfast Directory available in Western Canada. Last year nearly 700 B&B owners entrusted their valuable advertising dollars with us.

This year we are able to offer more value than ever through our newly redesigned web site as well as the growing popularity of our parent company's tourism web site at getawaybc.com.

At Monday Tourism we recognize that your visitors find out about your services through many different avenues. Our goal is to reach them, on your behalf, in as many ways as possible.

Whether through the web or by the 75,000 printed guides, we believe we offer the best value for your hard earned advertising dollars through our unique marketing abilities.

The following pages provide details of how we can create the right message for you and your business. For more information please contact the business representative at the bottom of the page. Thank you for your support, together we will continue to grow.

PRINT DISTRIBUTION HIGHLIGHTS

With 75,000 copies in print each year no other B&B product has our ability to drive more business to your door!

Distribution includes:

- ◆ Over 90% of the Travel Info Centres in B.C.
- ◆ Travel Info Centres in Calgary and Edmonton
- ◆ BCAA and AMA (Alberta Motor Vehicle Ass.)
- ◆ Ontario as well as Washington State (limited tourism destinations)
- ◆ All advertisers and special requests (over 1000)
- ◆ BC Ferries

WEB AND PRINT PROMOTION HIGHLIGHTS

What good is a web site if no one knows it exists? Our parent company, Black Press allows us to market our site through the getawaybc.com site in print and on the community newspaper web sites (in print to over a million homes in B.C. every week). Chances are your community paper is promoting our site right now under the getawaybc.com banner.

We also proudly display the getawaybc.com logo on the front cover of our directory, as do the front covers (and or promoted within the publications) of well over 500,000 tourism publications each year!

In addition, getawaybc.com is promoted by over sixty community newspapers (in over 1,000,000 households) and also on their web pages (both community and their tourism web pages).

Go to bcnewsgroup.com (click on web sites first) and click on your town then click on the **getawaybc** hot link.

Our newly redesigned web site is set up to allow visitors to visit your region and town in as few clicks as possible. Less distraction means more bookings.

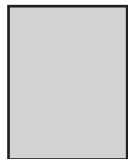
Web Highlights Include:

- ◆ print & web promotion of getawaybc.com millions of times a year
- ◆ promotion on mondaymag.com
- ◆ direct site promotion in over 500,000 print tourism products annually
- ◆ web site promoting software on most major search engines

**Contact Annemarie Rindt Toll Free at 1-800-661-6335 ext. 744 or 250-480-3244
or arindt@mondaymag.com to discuss advertising options**

B.C. & ALBERTA Bed and Breakfast

DISPLAY AD RATE CARD 2010-11

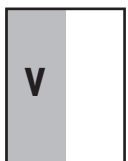


Full Page

7.125 x 9.5"

Newsprint: \$1960.00

Gloss: \$2975.00



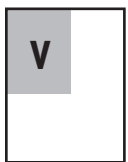
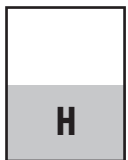
1/2 Page

Vertical 3.5 x 9.5"

Horizontal 7.125 x 4.675"

Newsprint: \$995.00

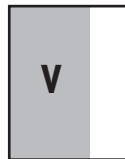
Gloss: \$1775.00



1/4 Page (Gloss only)

Vertical 3.5 x 4.675"

Gloss: \$925.00



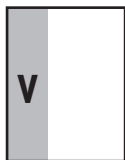
2/3 Page

Vertical 4.6875 x 9.5"

Horizontal 7.125 x 6.25"

Newsprint: \$1295.00

Gloss: \$2675.00



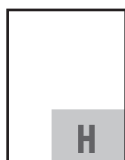
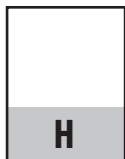
1/3 Page

Vertical 2.25 x 9.5"

Horizontal 7.125 x 3.125"

Newsprint: \$649.00

Gloss: \$1225.00

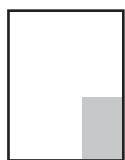


1/5 Page

Horizontal 4.75 x 3.125"

Newsprint: \$455.00

Gloss: \$625.00



1/9 Page

Vertical 2.25 x 3.125"

Newsprint: \$225.00

Gloss: \$495.00

PREFERRED PROGRAMS ARE MACINTOSH

versions of:

- InDesign CS
- Quark Express 6.5
- Adobe Illustrator
- Adobe Photoshop (saved as TIFF or EPS). Fonts are still required to print.
- Adobe Acrobat PDF (Print Optimized)

We **cannot** accept files from: >Pagemaker >CorelDraw >Ventura >MS Publisher >Word Perfect

PREFERRED STORAGE MEDIA FOR

receiving files are:

- MAC formatted CD
- For information sending your ad via our FTP site, contact Susan Duhamel @ 250-382-6188 ext. 118

SEPARATIONS AND HALF TONES REQUIRE

133-line screen, 300 DPI for Gloss and 85-line screen, 180 DPI for newsprint

TRIMS AND BLEEDS

Full page trim size 8.125" wide x 10½" high

Full page with bleed add minimum .25" bleed to each side

Non-bleed full page size 7.125" wide x 9½" high image area floating in 8.125" x 10½" trim area.



The Free BC & Alberta B&B Directory

818 Broughton Street
Victoria BC • V8W 1E4
T: 250.480-3244 F: 250.382-6014
TF: 1.800.661.6335 ext 744
E: arindt@mondaymag.com

The Free 2010-2011 BC & Alberta Bed & Breakfast Directory Print & Web Editions

818 Broughton St., Victoria BC V8W 1E4 Tol Free 1(800)661-6335
Reception: (250) 382-6188 Fax: (250)382-6014

Business name: _____ Contact name: _____
 Street address: _____ Postal Code: _____
 Mailing address (if different) _____ Postal Code: _____
 Telephone #: _____ Fax #: _____ Toll-Free #: _____
 Publish mailing address? Yes ___ No ___
 # of Rooms: _____ Rates: (S)\$ _____ (D)\$ _____ (T)\$ _____ Add.\$ _____
 Dates of operation: _____

OUR MAGAZINE IS ONLINE FOR YOU www.bcandalbertabedandbreakfast.com

**** Register with Annemarie Rindt at 1-800-661-6335 ext. 744 or 250-480-3244**

Please enter additional descriptive words here: (if necessary, please attach separate page) (You will be charged \$5/word or 20 words for \$80).

 Your web address: http:// _____
 Your e-mail address: _____

OPTIONS & PRICES

- Basic Listing (incl. B&B name/address/phone/fax/Toll-Free/rates/rooms/dates of op./email/web site) Includes your Enhanced On-Line Listing at www.mondaytourism.com (\$100) . . . \$ _____
 - Description (no. of words at \$5 each) ___ x \$5 = \$ ___ or purchase 20 words for \$80!
 - Include your CANADA SELECT Rating in Red Colour (\$50) \$ _____
 - Add Red - Bold colour highlight, text or header (\$50) \$ _____
 - Full Colour photo in newsprint section (\$50) \$ _____
 - Full Colour B&B Logo (must be a graphic or drawing) (\$50) \$ _____
- | | |
|--|--------------------------|
| ASK ABOUT OUR FULL COLOUR
DISPLAY ADS!
STARTING AT \$225! | SUB-TOTAL . . . \$ _____ |
| | +5% GST. . . . \$ _____ |
| | TOTAL \$ _____ |

VISA OR MASTERCARD ORDERS: Exp
 Credit Card#

QUESTIONS?  **... Contact Annemarie Rindt**
 Toll-Free: **1.800.661.6335 ext. 744**
 Email: **arindt@mondaymag.com**

Money Saving Packages

**All Packages include
an Enhanced Web Listing**

- **PACKAGE 1**
 Basic listing with full colour
 B&B Logo
\$140.00
YES - I wish to order Package 1

- **PACKAGE 2**
 Basic listing with photo and 20 words
 of descriptive text
\$195.00
YES - I wish to order Package 2

- **Publish**
 your listing in **RED** text for **\$25.00**
 (1/2 price)