

I authorize IBC to place my ad in the following 2011-2012 BC Vacation Guides:

- | | |
|---|--|
| <input type="checkbox"/> Accommodations, Attractions & Tours | <input type="checkbox"/> BC's Premiere Fishing Guide |
| <input type="checkbox"/> Guest Ranches & Western Vacations | <input type="checkbox"/> Wilderness Vacations & Adventures |
| <input type="checkbox"/> Eco-Tourism & Eco-Adventures | <input type="checkbox"/> Romantic Getaways & Honeymoons |
| <input type="checkbox"/> Winter Vacations & Activities | <input type="checkbox"/> Hunting Guides & Outfitters |
| <input type="checkbox"/> Rockies Accommodations, Attractions, & Tours | <input type="checkbox"/> Coastal Vacations |

2011-2012 BC Vacation Guides Pricing

- Placement of your first half-page vacation guide ad ... \$ 275.00
 - Placement of the same ad in additional guides ... \$ 27.50 each
- BONUS** ... purchase placement in 5 vacation guides and receive placement in 3 additional guides of your choice at no additional charge ... or purchase placement in 6 guides and your ad will run in all 10 BC Vacations Guides
- *** Add a 1/2 page image to create a full page impression ... \$37.50 per guide ****

Placement in the Vacations Guides will be determined by the receipt of orders
 Fax this Insertion Order AND your ad specifications to: (250) 377-4184

First half-page ad placement	\$275.00
Additional ad placements (___ ads @ \$27.50 each)	\$_____
Expand <u>each ad</u> with an additional 1/2 page image (___ at \$37.50 per guide)	\$_____
	Sub-Total \$_____
	Plus 12% HST \$_____
	Total Price: \$_____

I authorize payment to IBC with the following: (___) VISA (___) MasterCard

Card Number: _____

Expiry Date: ___ / ___ Name on Card (cardholder): _____

Name of person authorized to approve this campaign: _____ (print)

Signature: _____ Date: _____, 20___

Alan Forseth – BC Vacation Guide Marketing Representative
Toll Free: (877) 325-7770 Fax: (250) 377-4184
Email: alan@ibcnetwork.com

Please use the following layout to provide details for your ad placement

1. Business Name 2. Website Address 3. Email Address 4. Telephone & Fax Number	Main Photo ... orientation must be landscape (horizontal). Email image as a high-resolution digital camera shot or an electronic file scanned at a minimum of 300 dpi and at a size of at least 4 inches wide by 2 ½ inches tall (1200 x 750 pixels). Save file as a .jpeg with minimum compression.
6. Photo #2 ... orientation must be landscape (horizontal). Email image as a high-resolution digital camera shot or an electronic file scanned at a minimum of 300 dpi & at a size of at least 3 inches wide by 1 ½ inches tall (900 x 450 pixels)	7. Business name and mailing address
8. Location: (30 words – maximum of 180 characters including spaces = 2 lines) 9. Accommodations: (45 words – max of 270 characters including spaces = 3 lines) 10. Activities: (45 words – max of 270 characters including spaces = 3 lines)	

Provide the information to be placed in the advertisement as per above layout

--- Print clearly and check all information provided for accuracy ---

1. Business Name: _____

2. Website Address: _____ **3. Email:** _____

4. Phone Number: _____ **Fax:** _____

5 / 6 Images: email to alan@ibcnetwork.com *as per above specifications*

7. Mailing Address: _____

8. Location (30 words): _____

9. Accommodations (45 words):

10. Activities available (45 words):

PLEASE COMPLETE AND FAX BOTH PAGES OF THIS FORM TO (250) 377-4184