

Canadian Cowboy Country

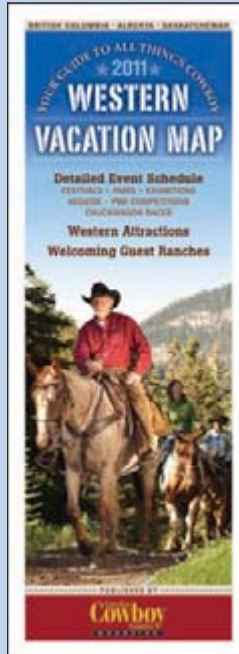
M A G A Z I N E

10TH ANNUAL VACATION GUIDE
APRIL/MAY 2012 SPECIAL SALE PROMOTION FOR
CARIBOO CHILCOTIN COAST STAKEHOLDERS



CELEBRATING THE HEART & SOUL OF THE CANADIAN WEST SINCE 1997

TANNER YOUNG
PUBLISHING GROUP



LET THE POWER OF THE COWBOY COUNTRY BRAND WORK FOR THE CARIBOO CHILCOTIN COAST REGION

- Canadian Cowboy Country Magazine •
- cowboycountryvacations.com •
- Cowboy Country Western Vacation Map •
- Cowboy Country Television •

- For more than 10 years the publishers of *Canadian Cowboy Country* have been building a wide and loyal audience. These like-minded individuals have come to rely on *Cowboy Country* to seek out and share stories and experiences that truly reflect and define our unique western lifestyle.
- Tanner Young Publishing Group has been serving the tourism industry for over 24 years in providing quality publications and marketing expertise to this industry sector. We're very proud that the inaugural *Cowboy Country Vacations* marketing program was recognized as 2008 Travel Alberta ALTO Award Finalist.
- Now's the time to put this unique combination of western lifestyle knowledge and tourism marketing expertise to work for you.

In our October/ November 2010 Subscribers Survey...

- 42% of our readers said their vacation plans were influenced by the Vacation Guide
- 66% said they would like to do a pack trip in the Rockies
- 58% are interested in a Guest Ranch vacation
- On average, our readers vacations are 12.72 days long and they take 1.79 vacations per year
- They spend on average \$2,114 per vacation
- 78% visit museums and historical sites
- 76% dine out

FOR ONE LOW PRICE YOUR BUSINESS WILL RECEIVE

- **A high-profile display ad in our popular *Canadian Cowboy Country Magazine, Vacation Guide***

60,000 READERS PER ISSUE

Distribution April 2012

- **A high-profile display ad in our annual *Cowboy Country Western Vacation Map***

20,000 MAPS DISTRIBUTED FOR FREE

20,000 copies distributed throughout Alberta, British Columbia and Saskatchewan through selected provincial and municipal visitor information centres, PLUS selected western retail stores

15,000 MAPS INCLUDED IN THE MAGAZINE

15,000 copies of the vacation map will be included in the June/July 2012 issue of *Canadian Cowboy Country* magazine distributed to subscribers

- **Enhanced listing on www.cowboycountryvacations.com**

MAXIMIZED ONLINE PRESENCE

Features

- Address, Phone, Email
- Link straight to your website
- Link from digital edition of the magazine

SUPPORT MARKETING CAMPAIGN

To generate more traffic to the website and, in turn, your place of business, the following marketing campaign is included.

Each display ad is a general awareness ad for www.cowboycountryvacations.com

- **½ page ad April/May 2012 issue**
Canadian Cowboy Country magazine
- **½ page ad June/July 2012 issue**
Canadian Cowboy Country magazine
- **½ page ad October/November 2012 issue**
Canadian Cowboy Country magazine
- **Online Promotion**

SPECIAL CCCTA STAKEHOLDER RATES*

	1/6 PAGE	1/12 PAGE
GROSS	\$970.00	\$485.00
SAVINGS	\$291.00	\$145.00
STAKEHOLDERS RATE	\$679.00	\$340.00
ABOVE RATES INCLUDE		
MAGAZINE	1/6 Page	1/12 Page
MAP	1/6 Page	1/12 Page
WEBSITE	Enhanced Listing	Enhanced Listing

* Your ad placed inside a Full Page, *Cariboo Chilcotin Coast* Region ad. Stakeholder ad design costs included.

SPACE BOOKING DEADLINE	February 16, 2012
MATERIAL DEADLINE	February 23, 2012

CCCTA MAGAZINE AD SIZES

SIZE	DIMENSIONS
1/6 Page	2.25" x 5.813"
1/12 Page	2.25" x 2.813"

CONTACT

To book your opportunity to showcase your company, please contact

Meghann Tanner

T 780-628-5215

E meghann@cowboycountrymagazine.com

Canadian Cowboy Country magazine

#1,9301 – 50 Street, Edmonton, AB T6B 2L5

T 1-800-943-7336 **F** 780-448-0424

W www.cowboycountrymagazine.com

Canadian Cowboy Country Magazine - Purchase Agreement

Annual Vacation Guide – April/May 2012 Issue

DISPLAY ADVERTISING – AD SIZES & RATES - BC Tourism Partners Program

(Your ad placed into a Full Page, Full Color Cariboo Chilcotin Coast Region Ad – April/May 2012)

<u>Ad Size</u>	<u>Gross</u>	<u>Savings</u>	<u>CCCTA Stakeholder Rates</u>
1/6 Page	\$970.00	\$291.00	\$ 679.00
1/12 Page	\$485.00	\$145.00	\$ 340.00

Space Booking Deadline: February 16th **Ad Materials Deadline:** February 23th

New “Lower” Rates for CCCTA stakeholders in 2012 !

Advertising Purchase Agreement

Company Name: _____

Order Date: _____ Issue: _____

Ad Size : _____

Ad Cost: \$ _____

Add HST @ 12%: \$ _____

TOTAL COST: \$ _____

Method of Payment: Visa Mastercard

Card #: _____ Expiry Date: _____ / _____

Name on Card: _____

Mailing Address: _____

City: _____ Postal Code: _____

Website: _____

Phone #: _____ E-Mail: _____

1-800 #: _____ Fax #: _____

Signature: _____

Title: _____

Print Name: _____

Please fax this signed agreement to Sherry Jones @: 1.780.448.0424

Lead Your Horse to Water
... CARIBOO CHILCOTIN COAST Style



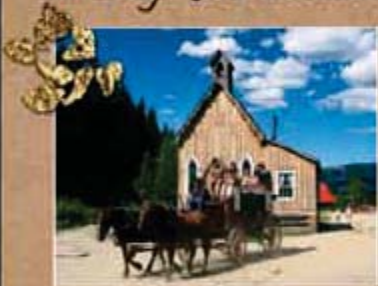
Cariboo
Chilcotin Coast
REGION



BARKERVILLE
HISTORIC TOWN

When Billy Barker "struck pay" on Williams Creek in 1867, British Columbia's gold rush town was born. Today, the Cariboo Gold Rush is in full swing and Barkerville is still teeming with fortune seekers from all over the world.

Our story. Your adventure.

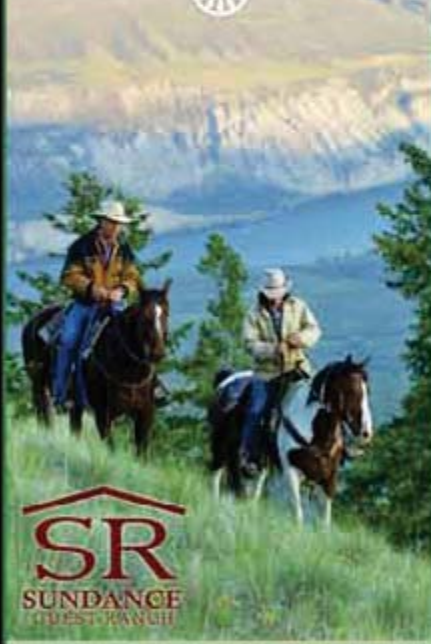


1-888-994-3332 • www.barkerville.ca

Barkerville welcomes visitors from mid May to late September.

SUNDANCE
Guest Ranch

*The first time, it's a vacation.
After that, it's coming home.*

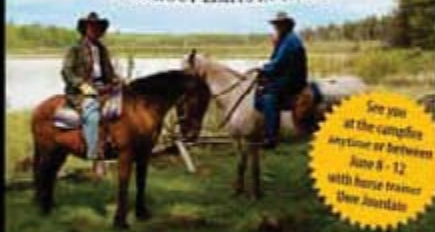


Just 4 hours from Vancouver
1-800-553-3533
www.sundanceguestranch.com

RED WILLOW GUEST RANCH



RIDING WITHOUT LIMITS IN THE CARIBOO



See you at the campfire anytime or between June 8 - 12 with horse trainer Dave Jantzen

We offer hours of undisturbed riding with or without a wrangler... Experience Canada's True West!

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1-800-696-0576 • redwillow@bcinternet.net
www.redwillowranch.com

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Horseback riding through field and forest. Log cabins. Home-cooked meals in a glass-wrapped dining room.

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info@springlakeranch.com
www.springlakeranch.com



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Western Hospitality Vacation Adventures. Giddyup!**

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