



Saanich Peninsula
Chamber of Commerce



2012 Visitor Centre Display & Advertising Opportunities

Help Visitors Find Your Business...First!



The Saanich Peninsula is the gateway to & from Vancouver Island.

This presents many opportunities to capture the attention of tourists and other visitors while they might be on route to another region or a key destination.

Our region has a lot to offer. Help us make sure that everyone knows about it!



1. Tourism Flat Map



50,000 Circulation Flat Maps 13" X 17"

The annual Flat Map is the most lucrative of the Visitor Centre opportunities because of its daily use not only at the Visitor Centres, but also at other venues to help visitors find what they are looking for.

These are the maps of choice for the regions' hotels and other accommodations because they come in "easy to draw on" pads. Victoria-based accommodations also use them to direct people to various Peninsula attractions. The 50 volunteer staff of the Peninsula-based Visitor Centres are certified by Tourism BC as Visitor Information Counselors. They use this flap map dozens of times each day to invite visitors to experience Peninsula-based attractions, restaurants, and shopping as part of their stay—wherever their final destination might be.

Rates & descriptions (plus HST):

- | | |
|---|------------|
| a. Large Ads (2" X 3.5") – also includes a free line listing: | \$ 3500.00 |
| b. Line Listing with Location Grid (Business name & phone Number; plus visitors find you via corresponding #) | \$ 279.00 |
| - 2 nd Line Listing: 20% Off | |
| - Non-member rate: | \$ 397.00 |

Deadlines:

Verbal agreement holding space	February 10 th , 2012
Signed agreement for advertisement or line listing	February 17 th , 2012
Graphics/Logos & needed information	February 24 th , 2012
Map Printed and Distributed	April (first week)

2. Brochure Racking

35,000 – 50,000 visitors are registered through Peninsula-based Visitor Centres every year.



The Saanich Peninsula Chamber of Commerce operates two primary Tourism BC Certified Visitor Centres, plus a third part-time service through the Anacortes Ferry Terminal. Numbers vary each year from 35,000 to as high as 50,000; however, since building a brand new washroom facility last year, the Pat Bay Highway location is witnessing an increase in Swartz Bay Ferry traffic. (see page 4 for washroom display opportunities).

Pat Bay Visitor Centre and Beacon Avenue (Sidney) Visitor Centre (now open year round!) present welcoming and trained personnel who show visitors various brochures for the types of attractions they might be interested in. Staff can reserve spots for these travellers (with 10% commissions*) directly into various accommodations and attractions; which means they don't just read the brochure and recycle—they show up!

Rates & descriptions (plus HST):

a. Brochure Racking (both locations):	\$ 100.00
- non-member rate:	\$ 279.00
b. Additional racks (both locations):	\$ 50.00
- non-member rate:	\$ 75.00

Deadlines & Notes:

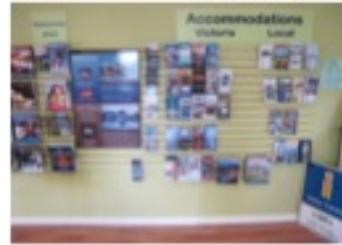
- Brochures are racked for one-year from the date of purchase; therefore, no specific deadline is used.
- 300 brochures are required upon payment to ensure consistent and efficient racking with no “vacant” spaces.
- Brochures are not racked until payment is received.

* Your venue will be invoiced a 10% commission for specific reservations made by Visitor Information Counselors by phone on behalf of visiting parties. This is a popular service because it guarantees a reservation rather than giving the guest a brochure with the hope that they make the reservation. If you would like clarification, please call the Chamber office at 250.656.3616



The Visitor Centres are staffed by volunteers who are certified by BC Tourism as “Visitor Information Counselors”.

3. Indoor Display Space



In a crowded space, large wall displays catch the attention of the visitor.

Opportunity A (please note that space is limited):

Within the Visitor Centre of your choice (either Pat Bay or Beacon Avenue) we offer the opportunity for placement of a large (24"X 36") or small (18"X 24") poster to compliment your brochure racking. This usually means that amongst the many brochures featured at the visitor centre, visitors will ask our Visitor Information Counselors about your product first (since the poster is prominently displayed). Note: there are only several spots available because of limited wall space between and amongst the many brochure racks.

Rates:	Large (24"X 36")	\$ 750.00 + HST / Centre
	- non-member rate	\$ 1000.00 + HST / Centre
	Small (18"X 24")	\$ 600.00 + HST / Centre
	- non-member rate	\$ 750.00 + HST / Centre

Deadlines: these are renewed annually from the date they are put up; no deadlines required (although poster will not be placed until payment is received).

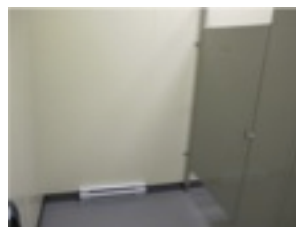
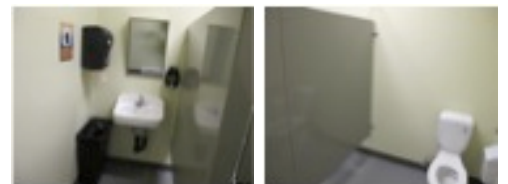
Opportunity B (please note that space is limited):

The new washroom facilities at the Pat Bay Visitor Centre have offered a great opportunity to inform ferry traffic of local attractions. Signage for a Chamber program was placed within the washroom as a means of getting people to ask about the program—it worked!

This year we offer opportunities for annual renewal signage in the washroom facilities.

Over 35,000 registered stop-ins per year, plus a potential 18,000 vehicles driving by daily. This is a great new venue to gain visibility for your business.

Rates are the same as above; however, you get 2! (one each in men's/women's facilities!)



4. Outdoor Display Space

(Along Pat Bay Highway)

Since the completion of Swartz Bay Ferry terminal in 1960, the “Pat Bay” Highway has connected countless residents and visitors to the Island’s largest urban area.

Over 500,000 vehicles pass the Visitor Centre *each season!* (that’s 350 vehicles per hour in peak season!-and that’s just one way!). Tens of thousands of these stop at the Pat Bay Visitor Centre to help plan their stay.

Outdoor signage in this large parking lot helps visitors make spontaneous decisions about where to eat, what to do, and where to stay.

Get thousands of impressions every day, 365 days per year (including at night). An incredible value when you compare other advertising opportunities.



Opportunities:

Pat Bay Visitor Centre offers three (3) large double-walled and pot-lit display kiosks (shown below), as well as one large display platform with large maps (shown above).

Most of the display space is claimed already, but some spots are up for renewal and thus can be changed for new business opportunities; plus we’ve lowered the rates!

Sizes & Rates (+ HST):

Full size (4’ X 8’)	- \$1400.00 / annually
1/2 size (4’ X 4’ approx.)	- \$950.00 / annually
1/3 size (2.6’ X 4’ approx.)	- \$650.00 / annually
1/4 size (2’ X 4’ approx.)	- \$500.00 / annually
	- Non-members add 20%



Production Specifications:

Camera Ready PDFs: “Press Quality” or “PDF/X1a” compliant [i.e. CMYK colour with all fonts embedded]
Photos: minimum 300 dpi at size used
Line Art: minimum 1200 dpi at size used
No spot colours

2012 Display & Advertising Packages (Optional)

◆◆ available only to members ◆◆

Package A:

- ✓ Flat Map **Large**
- ✓ Brochure Racking
- ✓ Indoor Display **Large**
- ✓ NEW Washroom Display **Large**
- ✓ Outdoor Display **Full-Size**
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 6575.00
YOU PAY: \$ 5260.00
 SAVINGS: \$ 1315.00

Package B:

- ✓ Flat Map **Large**
- ✓ Brochure Racking
- ✓ Indoor Display **Large**
- ✓ NEW Washroom Display **Small**
- ✓ Outdoor Display **1/2-size**
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 6000.00
YOU PAY: \$ 5100.00
 SAVINGS: \$ 900.00

Package C:

- ✓ Flat Map **Large**
- ✓ Brochure Racking
- ✓ Indoor Display **Small**
- ✓ NEW Washroom Display **Small**
- ✓ Outdoor Display **1/2-size**
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 5825.00
YOU PAY: \$ 4800.00
 SAVINGS: \$ 1025.00

Package D:

- ✓ Flat Map **Large**
- ✓ Brochure Racking
- ✗ Indoor Display
- ✗ NEW Washroom Display
- ✓ Outdoor Display **1/3-size**
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 4325.00
YOU PAY: \$ 3600.00
 SAVINGS: \$ 725.00

Package E:

- ✓ Flat Map **Line Listing**
- ✓ Brochure Racking
- ✓ Indoor Display **Large**
- ✓ NEW Washroom Display **Large**
- ✓ Outdoor Display **1/3-size**
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 2600.00
YOU PAY: \$ 2100.00
 SAVINGS: \$ 500.00

Package F:

- ✓ Flat Map **Line Listing**
- ✓ Brochure Racking
- ✓ Indoor Display **Small**
- ✓ NEW Washroom Display **Small**
- ✗ Outdoor Display
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 1654.00
YOU PAY: \$ 1385.00
 SAVINGS: \$ 269.00

Package G:

- ✓ Flat Map **Line Listing**
- ✓ Brochure Racking
- ✗ Indoor Display
- ✗ NEW Washroom Display
- ✗ Outdoor Display
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 454.00
YOU PAY: \$ 400.00
 SAVINGS: \$ 54.00

Package H:

- ✗ Flat Map
- ✓ Brochure Racking
- ✓ Indoor Display **Large**
- ✓ NEW Washroom Display **Large**
- ✓ Outdoor Display **1/3-size**
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 2325.00
YOU PAY: \$ 1975.00
 SAVINGS: \$ 350.00

Package I:

- ✗ Flat Map
- ✓ Brochure Racking
- ✗ Indoor Display
- ✗ NEW Washroom Display
- ✗ Outdoor Display
- ✓ Chamber Ad (your choice from web, email, or newsletter)

VALUE: \$ 175.00
YOU PAY: \$ 135.00
 SAVINGS: \$ 40.00

Please Fax (250-656-7111), Email (info@peninsulachamber.ca), or Deliver this completed form to the Chamber office:
209-2453 Beacon Avenue, Sidney, B.C. V8L 1X7

Business Name: _____ Contact Name: _____

Address: _____ Postal Code: _____

Business Phone: _____ Email: _____

Accounting/Bookkeeper Contact (if applicable): _____

Phone: _____ Fax: _____ Email: _____

Display / Advertising Product:	Price	HST (12%)	Total
Flat Map (deadline February 24 th , 2012)			
<input type="checkbox"/> Large Ad 2"X3.5" (comes with free line listing)	\$ 3500.00	_____	_____
<input type="checkbox"/> Line Listing (with Phone# and grid coordinates):	\$ 279.00	_____	_____
<input type="checkbox"/> - Non-member price:	\$ 397.00	_____	_____
<input type="checkbox"/> Additional Line Listing: 20% Off	\$ _____	_____	_____
Brochure Racking (no deadlines)			
<input type="checkbox"/> 1 Rack in Each VC (___ additional racks: \$50.00)	\$ 100.00	_____	_____
<input type="checkbox"/> - Non-member price (___ additional racks: \$75.00)	\$ 279.00	_____	_____
Indoor Display Space (no deadlines)			
<input type="checkbox"/> Large Poster Display (24"X36")	\$ 750.00	_____	_____
<input type="checkbox"/> - Non-member price:	\$ 1000.00	_____	_____
<input type="checkbox"/> Small Poster Display (18"X24")	\$ 600.00	_____	_____
<input type="checkbox"/> - Non-member price:	\$ 750.00	_____	_____
To be displayed in: <input type="checkbox"/> -Pat Bay VC; <input type="checkbox"/> -Beacon Ave VC; or <input type="checkbox"/> -Washroom at Pat Bay			
Outdoor Display Space (no deadlines)			
Size: ___ Full-size display (4'X8')	\$ 1400.00	_____	_____
___ 1/2-size display (4'X4')	\$ 950.00	_____	_____
___ 1/3-size display (2.6'X4')	\$ 650.00	_____	_____
___ 1/4-size display (2'X2.6')	\$ 500.00	_____	_____
Other (deadlines as required)			
<input type="checkbox"/> Chamber Quarterly Newsletter Ad	\$ 50.00	_____	_____
<input type="checkbox"/> Chamber Website Ad (circ. Monthly)	\$ 75.00	_____	_____
<input type="checkbox"/> Chamber Email/eBlast to members (Goes out twice)	\$ 75.00	_____	_____
OR			
Insert Package # Here _____ (from page 6) & corresponding price: \$ _____		_____	_____
TOTAL			_____

Payment Options:
 Visa/MasterCard: Call our office 250.656.3616
 Invoice (address above)
 Cash or Debit (in our office)

Advertising/Display Agreement:

Signature _____ Date _____

Print Name _____

The Signatory above has agreed to purchase advertising and/or display space with the Saanich Peninsula Chamber of Commerce. Please note that if the above form included brochure-racking services, your venue will be invoiced a 10% commission for specific reservations made by Visitor Centre staff by phone on behalf of visiting parties. This is a popular service because it guarantees a reservation rather than giving the guest a brochure with the hope that they make the reservation. If you would like clarification, please call the Chamber office at 250.656.3616

If you have questions about The Saanich Peninsula
Chamber of Commerce, please contact us:

Doug Taylor
Executive Director
Saanich Peninsula Chamber of Commerce
209-2453 Beacon Avenue
Sidney, BC V8L 1X7

Phone: 250.656.3616

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Email: doug@peninsulachamber.ca

Visit us online:

www.peninsulachamber.ca

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LinkedIn: www.linkedin.com (Search for "Saanich
Peninsula Chamber of Commerce" under "Groups")