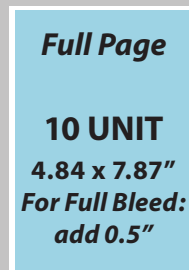
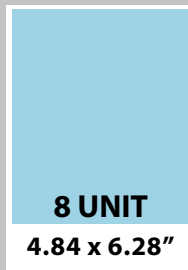
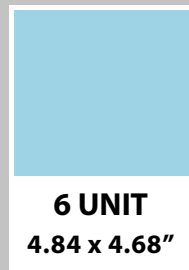
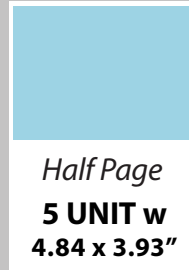
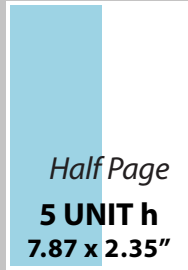
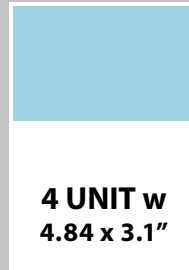
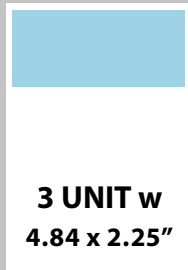
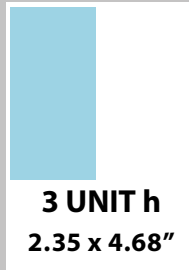
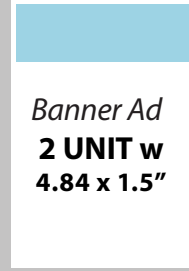
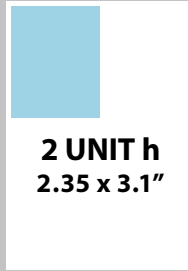
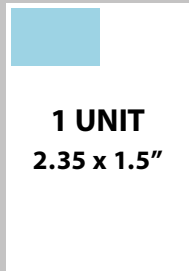


## AD SIZES



Print Rates are for **FULL COLOUR** issues only.

**BEST BUY**

Unit	w x h inches	1 Mth	4 Mths	6 Mths	12 Mths per issue
1 unit	2.35 x 1.5	285	245	200	<b>175</b>
2 unit	2.35 x 3.1 / 4.84 x 1.5	355	320	275	<b>255</b>
3 unit	2.35 x 4.68 / 4.84 x 2.25	475	365	335	<b>300</b>
4 unit	4.84 x 3.1 / 2.25 x 6.28	585	445	415	<b>375</b>
5 unit	2.35 x 7.87 / 4.84 x 3.93	645	565	495	<b>465</b>
6 unit	4.84 x 4.68	725	645	575	<b>535</b>
8 unit	4.84 x 6.28	810	750	695	<b>640</b>
<b>Full Page</b>	4.84 x 7.87	895	850	790	<b>745</b>
<b>"Must See Events"</b> 1.5 x 1.5 All \$150 p/mth + Web - \$300					
<b>Covers</b> (book early) <b>Single Edition</b> \$1475 <b>Banners</b> \$450					

## Social Media & Video Production

- Animated Graphics - \$350 ea
- Digital Ads - Lead Generating & Lead Magnets \$850 p.mth
- Videos - Things to Do (Sponsor) - \$215 per month
- Videos - Exclusive Event or Digital Ad - Create, Shoot, Edit, Upload - \$1020



## Website Banner Advertising\*

\*Save up to 75% when you choose web and print

300w x 250h pxls

		1 Month	4 Months	6 Months	12 Months	Frequency	
Medium Rectangle	728w x 90h pxls	Header	300	225	180	150	Random Daily
	Leader board	Side Bar	250	200	175	125	Random Daily



## DEADLINE\*

\*Ad deadline - **15th** of each month, for ads in following month.

# What's On Digest™

VANCOUVER ISLAND EVENTS

**CR/NRTH** - Campbell River / Gold River / Quadra Island/North  
**CV** - Comox Valley/Courtenay/Comox/Cumberland  
**PQB** - Parksville/Qualicum Beach & Area  
**NAN** - Nanaimo  
**Cow. V** - Cowichan Valley  
**VIC** - Victoria - (Sidney, Downtown, Westshore)

## Print Quantities and Distribution:

		CR/North	CV	PQB	NAN	Cow. V	VIC	Print TOTAL
<b>January</b>	Display Locations /Bus. Mail Drops	- 6,000	- 5,500	- 4,500	- 6,500	4,500		- 27,000
<b>February</b>	Display Locations	- 5,000	- 5,500	- 4,500	- 6,500	4,500		- 26,000
<b>March</b>	Display Locations	- 5,000	- 6,000	- 5,000	- 7,000	4,000		- 29,000
<b>April</b>	Display Locations	- 5,000	- 6,000	- 5,500	- 6,500	4,000		- 28,500
<b>May</b>	Display Locations	- 5,000	- 6,000	- 5,000	- 6,500	5,500		- 28,500
<b>June Home Edition – Canada Post</b>		- 25,000	- 5,000	- 22,000	- 5,000	5,000		- 119,000
<b>July</b>	Display Locations	- 6,000	- 6,500	- 6,500	- 7,000	6,500		- 32,500
<b>August</b>	Display Locations	- 6,000	- 6,500	- 6,500	- 7,000	6,500	10,000	- 41,000
<b>September</b>	Display Locations /Bus. Mail Drops	- 6,000	- 6,000	- 5,500	- 8,000	5,500	10,000	- 41,000
<b>October</b>	Display Locations	- 5,000	- 6,000	- 5,000	- 6,500	5,000	10,000	- 37,500
<b>November</b>	Display Locations /Bus. Mail Drops	- 6,000	- 6,000	- 4,500	- 6,500	4,500	10,000	- 37,500
<b>December Home Edition – Canada Post</b>		- 25,000	- 5,000	- 20,000	- 5,000	5,000	10,000	- 476,000

### Distribution:

**Home Edition** - Delivered to Households via Canada Post See above for participating areas twice a year, December & June.

**Delivered to individual businesses, via Canada Post.**

**Display Locations:** delivery to high traffic display locations including, Motels Rooms, Hotels, Visitor destinations, Gas Stations, Restaurants, Caf s, Clubs, Rec Centres, Community Centres, Theatres and selected retailers.

**Online:** The online version includes over 68,000 subscribers. Allows you to link your website to ours. Is high on Google search engines for events, entertainment, and sport in the area.

Currently approximately 1300 events posted monthly for the Island.

### Contest:

The supporting contest that invite all demographics vary from month to month. They are always very popular and attract hundreds of entries. As a participating advertiser, your ad is optimized with contes.

### 6 Editions available

- Victoria
- Nanaimo
- Cowichan Valley
- Parksville / Qualicum Beach
- Comox Valley
- Campbell River, North Island

### Discounts

**5% Discount** if you Pre-Pay 12 months.

**10% Discount.** More than one area.

**Ask about special package rates.**

### Compare:

*Advertising results with Direct Choice Marketing*

**Local: Carolyn & Richard Sahlstrom**

**P. 1.250.883.8800**

**E. victoriawhatsondigest.com**

**W. www.whatsondigest.com**

**Whats On Digest Head Office:**

**250-287-2510 - Campbell River**

**1888-412 6397 - Toll Free**