

# YLW OKANAGAN AIR TRAVELLER MAGAZINE CONNECTION

## 2012 MEDIA KIT



Make a **Connection** with the Okanagan Air Traveller



# YLV CONNECTION

YLV Prepares to WELCOME THE WORLD

5 Steps to HAWAIIAN ADVENTURE

RELIEF IN A BOX

LOCALLY DELICIOUS Food and Drink of the Okanagan



SUMMER 2011

## YLV Connection

Flight & Date | Vol et date

Gate | Porte

Seat | Place

### MEDIA KIT

From | De

To | Destination

## Okanagan Air Traveller Magazine

### "A SENSE OF PLACE" AT YLV



YLV's new terminal building is set to be a landmark in the Okanagan Valley, providing a sense of place and a sense of community for the region's air travellers.

The new terminal building is a 100,000-sq-ft structure that will be a landmark in the Okanagan Valley. It will be a landmark in the Okanagan Valley, providing a sense of place and a sense of community for the region's air travellers.

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**YLV Connection** provides interesting lifestyle and business-related articles to a captive audience of Okanagan air travellers



Okanagan-based leisure and business air travellers.



Inbound leisure and business travellers to the Okanagan.








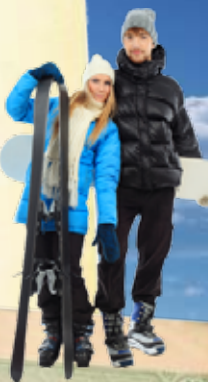


**GUARANTEED CIRCULATION**

20,000 copies printed quarterly in accordance with our publishing agreement with Kelowna International Airport and the City of Kelowna. Additionally, each issue is published online in a digital magazine format.

**Key Features**

-  The only free magazine available throughout the Okanagan's largest waiting room. 12 highly-visible magazine racks in arrivals, departures, and check-in areas.
-  An exclusive, cost-effective advertising medium to target a captive audience of the Okanagan's travel savvy residents.
-  Each issue provides 3 months of advertising coverage.
-  YLW Connection has a loyal readership with 30% of readers having read 5 or more issues. 15 issues have been published since December 2007
-  Numerous editorial opportunities for products and services that benefit Okanagan-based air travellers.



**Print Distribution**

- 15,000 copies picked up by air travellers at the Okanagan's largest waiting room, the YLW terminal. 12 highly-visible racks (pictured left) placed throughout the YLW terminal including the arrivals and departures lounges.
- 5,000 copies directly mailed to Kelowna/West Kelowna and YLW-related businesses.

**Online Distribution**

- Each issue is converted into a digital magazine format and linked on YLW's homepage (ylw.kelowna.ca). Each advertiser has their ad hyperlinked directly to their homepage.
- Links to each online issue are included in the Central Okanagan Economic Development Commission and YLW Connection E-Newsletters and distributed to subscribers. Link included on Castanet homepage.



# RATE CARD

**Page Count:** 32 Pages    **Paper Stock:** 80 lb Gloss    **Publication Size:** 8.25" wide x 10.75" high

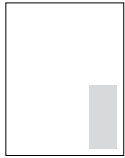
## Ad Rates:

Ad Size	Price per Issue*			
	1 Issue	2 Issues	3 Issues	4 Issues
Sixth Page (V) or (H)	\$ 350	\$ 315	\$ 295	\$ 280
Third Page (V) or (H)	\$ 675	\$ 610	\$ 575	\$ 540
Half Page (H)	\$ 975	\$ 875	\$ 830	\$ 780
Full Page	\$1,650	\$1,485	\$1,405	\$1,320
Inside Back Cover & Inside Front Cover	\$1,795	\$1,615	\$1,525	\$1,435
Outside Back Cover	\$1,995	\$1,795	\$1,695	\$1,595
<b>Advertising Coverage</b>	3 Months	6 Months	9 Months	12 Months

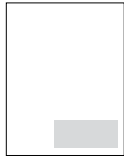
### \*For example:

4 Issues x 1/6 page = 4 x \$280 = \$1,120 (plus applicable taxes) = 12 Months of Advertising Coverage

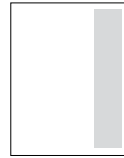
## Ad Dimensions:



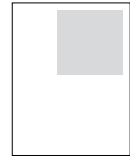
**Sixth Page (Vert)**  
2.25" w x 4.75" h



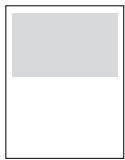
**Sixth Page (Horiz)**  
4.75" w x 2.25" h



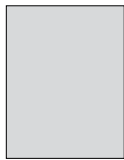
**Third Page (Vert)**  
2.25" w x 9.75" h



**Third Page (Square)**  
4.75" w x 4.75" h



**Half Page (Horiz)**  
7.25" w x 4.75" h



**Full Page\***  
8.25" w x 10.75" h



**Cover\***  
8.25" w x 10.75" h

\*Cover + Full Page Ads  
require the addition  
of a 1/8 inch bleed

## Booking & Material Deadlines:

	Winter 2012	Spring 2012	Summer 2012	Fall 2012
Booking Deadline	Nov 21, 2011	Feb 28, 2012	May 18, 2012	Aug 17, 2012
Material Deadline	Dec 02, 2011	March 07, 2012	May 25, 2012	Aug 24, 2012

### For booking information, please contact:

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[www.acceleratecom.ca](http://www.acceleratecom.ca)