



THE FACTS

Mini brochures are a targeted referral system distributed through high impact display racks strategically located on the front desks and lobbies of Banff and Canmore's main accommodations and other high traffic areas. We distribute thousands of our pocket-sized info cards to people looking for information on dining, activities, attractions, services, and shopping. Our distribution locations (your resellers!) love mini brochures and Canadian Rockies' visitors find them helpful, handy, and convenient.

Mini brochures are everywhere. *Make sure your business is one of them.*

MINI BROCHURE BENEFITS

Mini brochures can fit into any business's Sales and Marketing mix. Some of the numerous benefits and features include:

- **They work!** – plain and simple: awareness campaigns, reseller programs, trade show pieces, direct to consumer print marketing.
- **Low cost, high impact** – gang run printing, professionally designed, full-colour graphics
- **Multi-purpose** – use as business cards, brochures, referral cards, coupons, etc.
- **Extremely retainable** – people hang on to mini brochures
- **Very portable** – small enough to travel. Convenient pocket-sized cards fit easily into wallets, purses, pockets, and hands!

RATES -PRINT/DESIGN/DISTRIBUTION PACKAGE:

2 regions contract: 12 months:	\$1325 x 2 + taxes
2 regions contract: 6 months:	\$925 x 2 + taxes
1 region contract: 12 months: (Banff or Canmore)	\$925 x 2 + taxes

Includes: Client consultation, design (2 high resolution scans and 2 colour proofs), production, supplier coordination, printing, shipping, distribution to over 60 targeted locations.

PRINT RUN SCHEDULE:

Artwork Deadline: April 5/06

PARTICIPATION STEPS:

1. Fill out the Order Form and fax toll free 1 866 932-2288 or call Patricia Jones at 1 866 932-5488. You will then receive confirmation of your order by tel/fax or e-mail. Deposit will be taken.
2. Prepare your graphical elements and for mini brochure creation. Send all files to our ftp address or call to arrange pick-up.
3. Receive copy of mini brochure to proof. You will able to make 1 set of changes and have 2 colour proofs at no extra charge.
4. Receive mini brochures.



GETTING YOUR POCKET-SIZED HANDY MESSAGE RIGHT WHERE IT NEEDS TO BE!

We have 3 new rack styles to showcase our BEST PICKS, Menus and Attractions. A desktop style with 1” headers that conveniently fit on front desks and countertops, and freestanding/ wallmount versions that display the entire front of each mini.

NEW Front Line binder program. We have new binders for guest services agents as well as inserts for their guest services binders.

CURRENT DISTRIBUTION LOCATIONS:

Banff/Lake Louise Locations (30 locations and growing)

- | | |
|---|--|
| Banff Visitor Info Centre (on counter) | Hidden Ridge Resort |
| Lake Louise Info Centre (on counter) | Charlton's Cedar Court |
| The Kiln Cafe -Banff Centre | Bruno's Bar and Grill |
| Banff Springs Bowling Centre (entrance) | Melissa's Restaurant (entrance) |
| Douglas Fir Resort and Chalets (lobby) | Banff Ptarmigan Inn (check in) |
| Banff Alpine Centre (window ledge) | Banff Inn |
| High Country Inn (check-in) | The Buffalo Nations/Luxton Museum |
| Banff Voyager Inn (check-in) | Irwin's Mountain Inn (check-in) |
| Best Western Siding 29 Lodge (check-in) | Minnewanka Boat Tours summer (beside till) |
| Red Carpet Inn (check-in) | Phil's Restaurant (front reception) |
| Banff Caribou Lodge (table beside check-in) | Rundlestone Lodge (check-in) |
| Tunnel Mountain Lodge (lobby) | Banff Rocky Mountain Resort (front desk) |
| Timberline Inn -Dec 1 | & Conference Centre |
| Outside Evelyn's II by ATM | Banff Aspen Lodge |
| Spruce Grove Inn | Inns of Banff |
| Husky Gas Station | Elkhorn Lodge |

Canmore locations: (30 locations and growing)

- | | |
|--|---|
| Sobey's | Four Points Sheraton (entrance) |
| Travel Alberta Info Centre (sidetable) | Lady MacDonald Country Inn (entrance) |
| Chateau Canmore - between pay phones | The Stockade (check-in) |
| Banff Boundary Lodge (check-in) | Rundle Mountain Lodge (check-in) |
| Best Western Pocaterra (by pay phones) | Marriot Residence Inn (concierge) |
| Bow Valley Motel (side counter) | Canadian Rockies Chalets (check-in) |
| Grand Canadian Resorts (check-in) | Mystic Springs Resorts and Chalets (binder) |
| Hampshire Inn (check-in) | Smitty's Restaurant (reception) |
| Spring Creek Trailer Park (Lobby) | Wendy's/Tim Hortons (entrance) |
| Rocky Mountain Ski Lodge (check-in) | Rundle Ridge Chalets (check-in) |
| Canmore Inn and Suites | Griesser Spoon (door way) |
| Radisson Hotel and Conference Centre (lobby) | Falcon Suites (front desk) |
| Canmore lodges | Canmore Suites (lobby) |
| Windtower Mountain Lodge (lobby) | Sunset Resorts |
| Georgetown Inn | Banff Gate Mountain Lodge |

NOTE: Locations are subject to change without notice.



➤ Step 1: Contact Details			Banff and Canmore's Best Picks		
Company Name _____			Tel _____		Fax _____
Contact Name _____			Email contact for invoices _____		
Address _____			Email contact for artwork and design _____		
City _____	Province _____	Postal _____	Website _____		
Code _____					

➤ Step 2: Choose Your Campaign: <i>All Packages include printing, design, and distribution</i>					
Twelve month package (includes printing, design, distribution) = \$1325 x2 + taxes					
Six month package (includes printing, design, distribution) = \$925 x2 + taxes					
Extra Printing: _____ \$350 + taxes (1 000 brochures) _____ \$ 625 + taxes (5000 brochures) (great for businesses using the cards for extra personal distribution)					
Other (ex Supplier Coordination and Prepress for client supplied creative) _____					
Contract start Date: _____ Payment Schedule:					Sub total
Deposit – (50% Printing/Production/Other) - _____ Due upon signing _____					GST
Balance (Printing/Production/Other/Distribution) - _____ Due upon delivery DATE: _____					PST N/A
Other Terms: Locations reserve the right not to display any business that is in conflict with their services or contracts.					Total

➤ Step 3: Payment Details: <i>NOTE: A Credit card is required for all new accounts. Make all cheques payable to: Kiss Media Group Ltd.</i>	
Payment Method: <input type="radio"/> Visa <input type="radio"/> Mastercard <input type="radio"/> Cheque (due upon signing, post-dated cheque for balance)	
Card Holder Name _____	Credit card Number _____
I authorize the payments of the above amounts to be taken on the credit card provided.	Expiry Date _____

Dated this _____ day of _____, 200__.

The Advertiser hereby acknowledges that this agreement includes the Terms and Conditions including limitations on the Publisher's liability as therein stated. Kiss Media™ Group Ltd.

Signature of Advertiser and Guarantor: _____ Signature of Kiss Media™ Representative: _____

(per: _____) (per: _____)

bestPICKS

MENUS + ATTRACTIONS



Front

Back

Inside

GRAPHICAL REQUIREMENTS:

We will require your:

1. logo;
2. images in either print, slide, or digital format;
3. hand-drawn layout of key elements (how you would like it to look)
4. text (copy)
5. copy of existing sales collateral

Specs: 1" header

Bleed: 1/8 inch

Size: 2x7" folded to 2x3.5"

Files: Workable Photoshop and Quark files, all fonts. Stuff all files before transferring.

You may transfer your graphic files by file transfer protocol (FTP) to our website. Our designers will then check your files for errors and then prepare your files for output. You must use FTP Client Software to transfer files (Fetch, WF FTP, etc).

ftp.minibrochures.com

user: dropbox

password: 12345

Call 1 866 932-5488 for assistance if required.

Please fill out the design template and fax to: 1 866 932-2288 or call 1 866 932-5488 to arrange consultation.

bestPICKS

MENUS + ATTRACTIONS



TERMS AND CONDITIONS

1. Unless otherwise agreed upon and expressed in writing, terms are 50% deposit upon execution of this contract and 50% upon the start date of the advertising term. A credit card is required for all new accounts. All deposit cheques, post dated cheques, and coupons must be received before going to press. Kiss Media™ Group Ltd. (the publisher) reserves the right to charge the advertiser's credit card for payment on overdue accounts.
2. The advertiser will receive 2 proofs of their mini brochure.
3. All credits/contras will be paid in the form of non-expiring gift certificates upon signing of the contract.
4. If an error in or omission of the advertisement occurs because of negligence of the Publisher, in no event shall the publisher's liability exceed the amount paid or payable by the Advertiser for the item or items omitted, or which errors occur for the duration of the printed stock supply. If an error should occur on the advertisement, the following adjustment by the Publisher will only be considered:
 - A: Wrong main number: 100% of print costs
 - B: Wrong alternate tel number: 15% of print costs
 - C: Wrong address: 25%
 - D: Incorrect spelling of business name: 25%
 - E: Spelling error: None
5. Reasonable care is taken to see that the distribution is in accordance with the Publisher's distribution plan. However, the publisher does not guarantee 100% distribution accuracy.
6. The publisher reserves the right to refuse any or all advertising copy. Failure to furnish copy gives the Publisher the right to create copy.
7. If it becomes necessary to employ legal or other services to obtain payment of any account past due, the Advertiser agrees to pay all of the costs for the collection of the account including but not limited to attorney fees and court costs incurred in the collection of said delinquent account.
8. All matters regarding the interpretation, validity and effect of the contract shall be resolved in accordance with the laws of British Columbia.
9. Cancellation may be made by the advertiser providing such notice of cancellation is received in writing and received by the Publisher no later than seven days (7) from the date of this contract. No cancellations will be accepted after his time. The publisher reserves the right to cancel this contract within seven (7) days of the contract arrival at the Publisher's head office. The Publisher will notify the Advertiser in writing within seven (7) days of the cancellation.