



THE FACTS

Mini brochures are a targeted referral system distributed through high impact racks strategically located on the front desks and lobbies of Victoria's main accommodations, high traffic areas, and all Gray Line Sight Seeing Busses. Oh, and don't forget conference planners and tour operators, too.

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 Victoria 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:

Tier 1 & 2 one year contract: **\$1200 x 2 + taxes**

Tier 1 one year contract: **\$800 x 2 + taxes**

PRINT RUN SCHEDULE:

ORDER DEADLINE: **Feb 10/06** ARTWORK DEADLINE: **5days after**

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 for consultation. 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 your mini brochures.



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

CHOOSE YOUR LEVEL OF EXPOSURE! TIER 1 Major Victoria accommodations and high traffic areas.

TIER 1: ACCOMMODATION

AND HIGH TRAFFIC AREAS

55 LOCATIONS BY MARCH 1/06!

**+ GUEST SERVICES BINDER INSERT PROGRAM
FULL GREATER VICTORIA DISTRIBUTION!**

CURRENT:

HOTELS (34)

- | | | |
|---|---|--|
| VICTORIA AIRPORT TRAVEL LODGE (LOBBY) | OAK BAY BEACH HOTEL (CHECK-IN) | MAGNOLIA HOTEL & SUITES |
| VICTORIA SUPER 8 MOTEL (CHECK-IN) | HOLIDAY INN (CHECK-IN) | EXECUTIVE HOUSE (LOBBY) |
| DAYS INN AT THE HARBOUR (CHECK-IN) | JAMES BAY INN (IN LOBBY) | INGRAHAM HOTEL (CHECK-IN) |
| THE VICTORIA REGENT HOTEL (CHECK-IN) | THE EMBASSY INN (CHECK-IN) | MAYFAIR MOTEL (CHECK-IN) |
| OCEAN POINTE RESORT (CONCIERGE) | THE LAUREL POINT INN (BEHIND FRONT DESK) | THE SCOTSMAN MOTEL (CHECK-IN) |
| PAUL'S MOTOR INN (CHECK-IN) | DAFFODIL INN (BESIDE FRONT DESK) | CRYSTAL COURT MOTEL (CHECK-IN) |
| THE SANDMAN INN (CHECK-IN) | THE BEST WESTERN INNER HARBOUR (CHECK-IN) | HELM'S INN (CHECK-IN) |
| VICTORIA PLAZA HOTEL (LOBBY BEFORE DESK) | VACATION INN (LOBBY) | THE ROSEWOOD INN (CHECK-IN) |
| DOUGLAS HOTEL (CHECK-IN) | THE STRATHCONA HOTEL (CHECK-IN) | THE SHAMROCK MOTEL (BESIDE FRONT DESK) |
| HOSTELLING INTERNATIONAL (LOBBY) | CHATEAU VICTORIA (CONCIERGE DESK) | |
| BEST WESTERN EMERALD ISLE (AT FRONT DESK) | OLD ENGLAND INN -ANN HATHEWAY'S COTTAGE (NEAR FRONT DESK) | |
| TRAVELERS INN - CITY CENTRE (CHECK-IN) | TRAVELERS INN - DOWNTOWN (CHECK-IN) | |
| TRAVELERS INN - QUEENS (CHECK-IN) | TRAVELERS INN - CENTRAL (CHECK-IN) | |

OTHER (7)

- | | |
|--|---|
| VICTORIA VISITOR INFO CENTRE (MEMBERS ONLY) | UNDERSEA GARDENS (AT CASHIER) |
| SIDNEY MARINE MUSEUM (BESIDE DESK) | 5TH STREET VISITOR INFO CENTRE (ON DESK)) |
| NATIONAL TILDEN-DOUGLAS ST.(ON DESK) | HELMCKEN HOUSE (ON DESK) |
| NATIVE FRIENDSHIP CENTRE (BY DONATION JAR, SUMMER) | |

TIER 2: DOUBLE DECKER SIGHTSEEING BUSES, CONFERENCE GROUPS, AND B&B's.

GRAY LINE DOUBLE DECKER SIGHT SEEING BUSES (26)
(CRUISE SHIP AND AMERICAN FERRY TERMINAL PICK UPS)

B&B's (14)

- | | | |
|-------------------------------|---------------------------------------|-----------------------------|
| CARRIAGE HOUSE B&B (CHECK-IN) | A BIRDCAGE WALK GUESTHOUSE (CHECK-IN) | DASHWOOD MANOR (CHECK-IN) |
| ABBEY LEE B&B (CHECK-IN) | RYAN'S B&B (CHECK-IN) | POSTERN GATE INN (CHECK-IN) |
| HUMBOLT HOUSE (CHECK-IN) | MARKETA'S B&B (CHECK-IN) | EDWARDIAN INN (CHECK-IN) |
| PRIOR HOUSE (CHECK-IN) | ABBEY MOORE B&B (CHECK-IN) | BEACON HILL B&B (CHECK-IN) |
| BEACONSFIELD INN (CHECK-IN) | THE GATSBY MANSION (NEAR CHECK-IN) | |



Step 1: Contact Details		Victoria Best Picks	
Company Name		Tel	Fax
Contact Name		Email contact for invoices	
Address		Email contact for artwork and design	
City	Province	Postal Code	Website

Step 2: Choose Your Campaign: All Packages include printing, design, and distribution	
Tier 1 & 2 twelve month package (includes printing, design, distribution) = \$1200 x2 + taxes	
Tier 1 twelve month package (includes printing, design, distribution) = \$800 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
<i>Deposit – (50% Printing/Production/Other) - Due upon signing</i> _____	GST
<i>Balance (Printing/Production/Other/Distribution) - Due upon delivery DATE:</i> _____	PST
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: NOTE: A Credit card is required for all new accounts. Make all cheques payable to: Kiss Media Group Ltd.	
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.

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

(per: _____) (per: _____)

bestPICKS

MENUS + ATTRACTIONS



Front

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.

Back

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.



FREESTANDING/WALLMOUNT RACK



WEATHER REPORT RACK and GUEST SERVICE BINDERS



DESK TOP RACKS



GRAYLINE DOUBLE DECKER SIGHTSEEING BUSESSES

