



## THE FACTS

Mini brochures are a targeted referral system distributed through high impact racks strategically located on the front desks and lobbies of Whistler's main accommodations and 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 Whistler 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:

1 year contract:           **\$1200 x 2** + taxes  
6 month contract:       **\$925 x 2** + taxes

## 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 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 be able to make 1 set of changes and have 2 colour proofs at no extra charge.
4. Receive mini brochures.



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

<b>➤ Step 2: Choose Your Campaign: All Packages include printing, design, and distribution</b>			
<i>Twelve month package (includes printing, design, distribution) = \$1200 x2 + taxes</i>			
<i>Six month package (includes printing, design, distribution) = \$925 x2 + taxes</i>			
<i>Extra Printing: _____ \$350 + taxes (1 000 brochures) _____ \$ 625 + taxes (5000 brochures) (great for businesses using the cards for extra personal distribution)</i>			
Other (ex Supplier Coordination and Prepress for client supplied creative)			
<b>Contract start Date:</b> _____ <b>Payment Schedule:</b>			<b>Sub total</b>
<i>Deposit – (50% Printing/Production/Other) - _____</i>			<b>GST</b>
<i>Due upon signing _____</i>			<b>PST</b>
<i>Balance (Printing/Production/Other/Distribution) - Due upon delivery DATE: _____</i>			<b>Total</b>
<b>Other Terms:</b> Locations reserve the right not to display any business that is in conflict with their services or contracts.			

<b>➤ Step 3: Payment Details: NOTE: A Credit card is required for all new accounts. Make all cheques payable to: Kiss Media Group Ltd.</b>	
<b>Payment Method:</b> <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: \_\_\_\_\_ )



## 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:

(Distribution locations to increase by **10%** before May 1/06)

#### Major accommodation and high traffic areas

##### Village: (33)

Pan Pacific Village  
 Le Chamois (concierge desk)  
 The Shoestring Lodge (check-in)  
 Wildwood Lodge (check-in)  
 The Aspens (check-in)  
 Lost Lake Lodge (check-in)  
 Horstman House ((check-in)  
 The Coast Whistler Hotel (lobby)  
 The Holiday Inn Sunspree (concierge desk)  
 Pinnacle Lodge (lobby)  
 Tantalus Resort Lodge (beside check-in)  
 Twin Peaks (Whistler Vacation Club) (check-in)  
 The Timberline Lodge (check-in)  
 The Edgewater (check-in)  
 Whistler Superior Properties  
 Dubh Linn Gate

Whistler Gateway Loop (Chamber of Commerce)  
 Guest Relations (Gondola Building)  
 Meadow Park Sports Centre  
 Glacier Lodge (across from check-in)  
 The Woodrun (by payphones)  
 The Marriot (behind concierge desk)  
 The Delta Whistler Village Suites (concierge desk)  
 Summit Lodge (concierge desk)  
 Whistler Village Inn and Suites (check-in)  
 Town Plaza Suites (check-in)  
 Avis (check-in)  
 Whiski Jack Check In Office (check-in)  
 Avis  
 Pan Pacific Lodge Mountainside  
 RVC Vacations

##### Creekside: (6)

Lake Placid Lodge  
 Guest Relations  
 Creekside Market

Husky  
 First Tracks  
 The Whistler Creek Lodge

##### B&B's (14)

Cedar Springs B & B, Golden Dreams B & B  
 Lorimer Ridge Pension  
 Swiss Cottage B & B  
 Durlacher Hof  
 Edelweiss Pension  
 Chalet Luise  
 Chalet Bambi

Haus Heidi B & B  
 Idlewood Inn  
 Belle Neige  
 Haus Landsberg  
 Renoir's Winter Garden  
 Chalet Beau Sejar  
 Alta Vista Chalet

*Note: Locations are subject to change without notice.*

# 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](http://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.