



Don't miss your chance to be displayed in the hottest book in the Canadian travel industry. This annual directory, designed specifically for travel agents, is a handy sales tool of essential supplier details. A digital version of the Blue Book will also be created, which agents and other travel professionals can access online.

Features: Supplier contact, address, email, website, phone listings by category (i.e. Cruise, Airline, Attractions, etc.)



DATES & DEADLINES

Published	Closing	Material Deadline
Aug 29	Jul 4	Jul 11

CANADIAN RATES & SIZES

	(width x height)	4 colour rate
Full Page Live	4.5" x 7.5"	\$3,515
Half Page hor.	4.5" x 3.5" ver. 7.285"	\$2,050
Quarter Page hor.	4.5" x 1.71" ver. 2.139" x 3.5"	\$1,510
Action Strip	4.5" x 1.25"	\$735
Highlighted Listing		\$515
Includes highlighted listing and logo		
New listing		\$75

PREMIUM POSITIONING

	(width x height)	4 colour rate
Divider Tab Full Page	4.5" x 7.5"	\$4,425
Inside Front Cover	5.5" x 8.5" (plus bleed)	\$4,635
Inside Back Cover	5.5" x 8.5" (plus bleed)	\$4,635
Back Cover	5.5" x 8.5"	\$5,070
Back of index divider tabs	0.345" x 1.875"	\$4,829
Book Mark	2" x 6"	\$6,300

REQUIREMENTS

Press optimized PDFs are preferred. All colours/images should be converted to CMYK and should have a minimum resolution of 300dpi.

Prime Positions: Please keep copy 0.5 inches from trim due to coil binding. No Pantone or spot colours.

Circulation: 5,500

Canadian Travel Agencies
Printed as a standalone piece with a one-year shelf life

DIVIDER TABS

- Agent Resources
- Attractions & Excursions
- Airports & Parking
- Airlines
- Ground Transportation
- Cruise
- Hotels & Resorts
- Tourist Boards & Embassies
- Tour Operators & Consolidators
- Travel Organizations, Consortia & MISC
- Travel Insurance
- Travel Technology, Marketing
- Index

