

YUKON FIRST NATIONS WELCOME GUIDE

ADVERTISING SALES KIT

Reach thousands of people who have expressed interest in visiting the Yukon. Don't miss your chance to advertise in the 2018 Yukon First Nations Welcome Guide

KEY DEADLINE DATES

August 1, 2017

Early Bird booking and payment for display ads ONLY
(10% discount)

September 1, 2017

Final deadline for booking

September 7, 2017

Print-ready artwork due

September 15, 2017

All payment due

DISPLAY ADVERTISEMENTS (\$250 – \$5,000)

Display advertisements are available in nine sizes (listed on the right-hand side of this page). They offer a full-colour opportunity to deliver a customized promotion of your brand. *All Display advertisers receive ONE free Descriptive Listing.*

DESCRIPTIVE LISTINGS (\$100 EACH)

Text-only listings include your business contact details and a 200-character description.

DESIGN SERVICES

If you need assistance creating your advertisement, we have partnered with graphic artist Mark Rutledge to offer you design services. Please email info@YFNCT.ca with the subject: YFN Welcome Guide Ad Design.

APPROXIMATE CIRCULATION AND DISTRIBUTION

60,000 full-colour, high quality publications distributed to:

- Yukon First Nations Cultural and Interpretive Centres
- Yukon Vacation Planner requests
- Yukon Visitor Information Centres
- Travel trade and consumer shows

DISPLAY ADVERTISEMENT SIZES



Inside Back Cover

trim: w: 8.125" h: 10.75"
bleed: w: 8.625"
h: 11.25"
\$5,000



Full Page

trim: w: 8.125" h: 10.75"
bleed: w: 8.625"
h: 11.25"
\$4,000



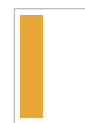
1/2 Page Horizontal

w: 6.875" h: 4.6"
\$2,150



1/3 Page Horizontal

w: 4.53" h: 4.6"
\$1,500



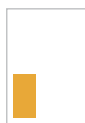
1/3 Page Vertical

w: 2.18" h: 8.75"
\$1,500



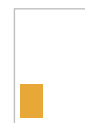
1/6 Page Vertical

w: 2.18" h: 4.6"
\$600



1 Col x 3"

w: 2.18" h: 3"
\$575



1 Col x 2"

w: 2.18" h: 2"
\$385



1 Col x 1"

w: 2.18" h: 1"
\$250



Yukon First Nations
**CULTURE &
TOURISM**
Association

EMAIL THESE FORMS AND PROOFS TO INFO@YFNCT.CA

ADVERTISING CONTRACT

2018 YUKON FIRST NATIONS WELCOME GUIDE

ADVERTISING SALES KIT

2018 Yukon First Nations Welcome Guide contract agreement between the Advertiser and Yukon First Nations Culture and Tourism Association.

ADMINISTRATIVE: ACCOUNT CONTACT INFORMATION

Business name: _____

Contact name: _____

Mailing address: _____

Phone: _____

Fax: _____

Email: _____

PURCHASE DETAILS

Display Advertisement cost (includes one free listing)	\$
Descriptive listing cost @ \$100 x () =	\$
Early Bird Discount 10% - Display Ads ONLY Reserved and Paid by Tuesday, August 1, 2017	[\$]
Subtotal of Display and Listing Costs	Subtotal: \$
Total amount due to Yukon First Nations Culture and Tourism Association (YFNCT)	Total: \$

PAYMENT INFORMATION

Payment must be in Canadian funds.

Cash

Cheque enclosed

Payable to YFNCT 1-1109 Front St., Whitehorse, YT Y1A 5G4

Visa _____

Expiry date: _____

Mastercard _____

Expiry date: _____

CVV Number _____ (last three digits on back of card)

Name on card:

Signature:

DISPLAY ADVERTISING: TECHNICAL SPECIFICATIONS

All display ads are based on full colour process printing · No Pantone mixed inks may be used · Bleeds are allowed, at no additional cost, on full-page ads only · Full-page bleed size: provide artwork built to 8.875" x 11.125" · Trim size is 8.375" x 10.625" · Live matter should be no closer than 0.25" to trim size · Print-ready PDFs are required at 300 dpi, CMYK · Total ink limit not to exceed 280%

All advertisements must be supplied electronically either by email to info@yfnct.ca; or contact us make other arrangements by **September 7, 2017**.

ADVERTISING CONDITIONS

(1) I agree to submit this contract along with full payment for Descriptive Listings or Display Advertisements to YFNCT no later than August 20, 2017. (2) I acknowledge that YFNCT has the right at its sole discretion to edit, reject or decline the placement of any Descriptive Listings or Display Advertisements. (3) Wilderness Tourism Operators must have a valid Yukon Wilderness Tourism Licence to advertise in the YFN Welcome Guide. (4) Display Advertisements and Descriptive Listings must be reflective of the goods and services offered in the Yukon by the operator. (5) Advertisers are liable for the content of all Descriptive Listings or Display Advertisements and agree to assume full responsibility for and hold YFNCT harmless against any claim that arises from the publication of such advertisements in the YFN Welcome Guide. (6) YFNCT's liability for any error on its part is limited to a pro-rated amount of the cost of the space occupied by the error in relation to the total advertising space purchased by the advertiser hereunder. (7) Advertisers must provide print-ready ads for publishing and must ensure the ad is sized to exact specifications set out in this contract no later than **September 7, 2017**. (8) Artwork will not be returned by YFNCT except by written request. (9) Advertisers, or a designated representative of the undersigned organization, must be available for final proofing in late **September, 2017** (such date for proofing shall be communicated to the undersigned no later than **September 1, 2017**). Failure to proof ad copy releases YFNCT from liability for any errors or omissions in relation thereto. (10) Ad contracts will not be processed until full payment has been received. (11) No agency discounts are given on advertisements. All rates are quoted for ad space only. Production costs are extra if required. (12) Cancellation of ads by an advertiser after the "closing" deadline will not be eligible for a refund.

AUTHORIZED PERSON

Please print name

I have read the Advertising Conditions. I agree that all information is accurate and to abide by the terms described herein. I further confirm that my business abides by all legal requirements to operate in Yukon.

Signature:

Date:

EMAIL THESE FORMS AND PROOFS TO INFO@YFNCT.CA