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**RENDEZ-VOUS
CANADA**

2010

ADVERTISING RATES AND INFORMATION



RENDEZ-VOUS CANADA

RVC Annual Directory

RVC Appointment Book

www.rendezvouscanada.travel

May 8-12, 2010, Winnipeg

RENDEZ-VOUS CANADA
May 8-12, 2010, Winnipeg

Canada's premier international tourism marketplace, Rendez-vous Canada, is once again bringing together international buyers and Canadian sellers of tourism products for the 33rd edition of the annual event taking place in Winnipeg on May 8-12, 2010 at the Winnipeg Convention Centre. Held every year in a different Canadian destination, Rendez-vous Canada brings selected international buyers and travel trade media together with invited suppliers of Canadian tourism products, services and information, to attend a series of scheduled sessions over a four-day period, with pre-arranged 12-minute appointments to allow delegates to request meetings with the right people. Whether you represent a buying or selling organization or a tourism industry supplier, Rendez-vous Canada is an excellent opportunity to maximize your business potential, with over \$350-million worth of sales realized each year at the marketplace.

For more information, go to: www.rendezvouscanada.travel

Rendez-vous Canada Annual Directory

The Rendez-vous Canada Annual Directory, given out to each delegate, is a vital reference tool for tourism industry professionals, with detailed information about registered Rendez-vous Canada buyers and sellers. 1,500 English language copies and 200 French language copies will be published and distributed at the Rendez-vous Canada trade show to international and domestic buyers and sellers.

The Rendez-vous Canada Directory serves as a year-round resource for the travel trade and helps advertisers keep a visual presence with a very influential audience long after the show is over. Advertising in the Directory will enable clients to reach the \$71-billion Canadian tourism industry.

Rendez-vous Canada Appointment Book Bilingual 1,600 copies

Get your message out to Rendez-vous Canada delegates every day of the trade show with the Rendez-vous Canada Appointment Book. Distributed to the more than 1,600 show attendees, the spiral-bound book with full-colour glossy covers is an important record of each delegate's marketplace appointments, referenced continually throughout the trade show.

2010 Advertising Rates

Rendez-vous Annual Directory	English	French	Both Directories
Double Page Spread	\$6,950	\$3,500	\$7,850
Full Page	\$3,950	\$1,950	\$4,500
Two-Thirds Page	\$3,500	\$1,750	\$3,950
Half Page	\$2,950	\$1,500	\$3,350
Third Page	\$2,250	\$1,125	\$2,500
Quarter Page	\$1,750	\$875	\$1,950
Inside Front Cover	\$5,950	\$2,950	\$6,675
Inside Back Cover	\$4,950	\$2,500	\$5,575
Outside Back Cover	\$6,500	\$3,250	\$7,300
Tab Pages single side	\$5,950	\$2,950	\$6,675

Rendez-vous Appointment Book

Full Page	\$3,500
Half Page	\$2,500
Quarter Page	\$1,500
Inside Front Cover	\$4,950
Inside Back Cover	\$3,950
Outside Back Cover	\$5,500

All cover and tab pages printed on cover stock. All advertisers taking a full-page advertisement will receive a free logo advertisement to be placed above their listing. All rates are net in Canadian dollars and include four-colour process.



Closing Date, Space and Material: March 5, 2010

For more information on advertising, please contact:-

National Advertising Sales

Greg Ohman, 403-804-3497
gregohman@baxter.net

Terry Ohman, 604-657-2100
ohman@baxter.net

Material Specifications – RVC Directory

a) Dimensions: All dimensions are width x depth
Covers

Bleed: 9-1/8" x 11-3/8"

Trim: 8-3/4" x 10-7/8"

Live: 7-3/4" x 10"

Full Page

Bleed: 8-3/4" x 11-3/8"

Trim: 8-1/4" x 10-7/8"

Live: 7-1/8" x 10"

Two-Thirds Page

4-3/4" x 9-3/8" or 7-1/4" x 6-1/4"

Half Page

4-3/4" x 7-1/2" or 7-1/4" x 4-7/8"

Third Page

2-1/4" x 9-3/8" or 7-1/4" x 3-1/8" or 4-3/4" x 4-3/4"

Quarter Page

4-3/4" x 3-3/4" or 7-1/4" x 2-1/2"

Material Specifications – RVC Appointment Book

Covers/Full Page

Bleed: 8-3/4" x 11-3/8"

Trim: 8-1/2" x 11"

Live: 7-1/4" x 10"

Cover Flap

Bleed: 4-1/4" x 11-3/8"

Trim: 4" x 11"

Live: 3-1/4" x 10"

All other ad sizes – same as above

b) Material formats:

Material should be supplied as Press-optimized PDF with all fonts embedded and subset, and created from a postscript file without OPI. All colours must be CMYK including gradients, and colour management must be set to none. DeviceN shading/colour and patterned tiles are not acceptable colourspaces.

c) Where required, cost of artwork, photography, typesetting, file manipulation will be charged at standard rates.

d) Custom duties on material from outside Canada, if payable, will be charged back to advertiser at cost plus 10% handling.

All material should be sent to:

Baxter Travel Media, Production Dept.
310 Dupont Street, Toronto, Ontario M5R 1V9
Tel: 416-968-7252 Fax: 416-968-2377

FTP site www.travelpress.com/ftpupload.html

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