

Distribution 40,000 colour copies

DEPT. OF TOURISM AND CULTURE IN NL AND ONTARIO

VISITOR INFORMATION CENTERS THROUGHOUT THE PROVINCE

ST. PIERRE ET MIQUELON

INTERNATIONAL AIRPORTS IN NEWFOUNDLAND & LABRADOR

MARINE ATLANTIC

PROVINCIAL AIRLINES – AVAILABLE ON ALL FLIGHTS



Book your advertisement today by contacting David Barnes  
at 877-834-7977 or by emailing [admin@wandacuffyoung.ca](mailto:admin@wandacuffyoung.ca)

Creative design & language translation available, ask David for details.

**GUIDE**  
touristique  
2009-10

**&** Terre-Neuve-et-Labrador  
Saint-Pierre et Miquelon



**HuVo** and **RDÉE** Newfoundland and Labrador are proud to produce the fifth annual French Language Travel Guide for Newfoundland and Labrador and St-Pierre et Miquelon. **WCYi** has been retained to sell advertising while **V2** will be the graphic designer.

This marketing endeavour involves producing a beautifully designed 96+pages (5,25" x 8,25" Guide), a complement of the Provincial Government's Travel Guide. It will provide detailed tourism and cultural information while following the same regional divisions.

Since the French Language Travel Guide naturally targets French-speaking tourists, it will give special emphasis on the presence of francophone culture within Newfoundland and Labrador.

This guide, 40,000 copies, targets eastern provinces (6) which have approximately ten (10) millions francophone plus St-Pierre et Miquelon population. This guide will also target the remaining Canadian Provinces and delving into the international markets of France, Belgium and North Africa which means another 60 million people will have access to this guide.



<b>Outside Back Cover 4.45 x 7.45</b>	<b>\$1999</b>
<b>Inside Front Cover 4.45 x 7.45</b>	<b>\$1799</b>
<b>Inside Back Cover 4.45 x 7.45</b>	<b>\$1799</b>
<b>Full page 4.45 x 7.45</b>	<b>\$1199</b>
<b>Half Page Horizontal 4.45 x 3.6</b>	<b>\$749</b>
<b>Half Page Vertical 2.1 x 7.45</b>	<b>\$749</b>
<b>Quarter Page Horizontal 4.45 x 1.6</b>	<b>\$349</b>
<b>Quarter Page Vertical 2.1 x 3.6</b>	<b>\$349</b>
<b>Business Card 2.1 x 1.7</b>	<b>\$199</b>



**V2 DESIGN REQUIREMENTS**

The art work has to come in the above advertisement sizes in **eps, pdf, tiff (min 300 dpi)** format.

Modifications or design new ads by **V<sup>2</sup>** at \$75 per hour.

Translation .25¢/word.

**DEADLINE FOR ADVERTISEMENT**

24 OCTOBRE 2008