

**THE VILLAGE OF PORT CLEMENTS**

Regular Meeting of Tourism Committee, April 11, 2014 7:00 p.m.

**AGENDA**

1. ADOPT AGENDA.
  2. DELEGATES.
  3. MINUTES.  
M-1-Minutes March 13, 2014
  4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.  
BA-1- Council Update-Mayor Cheer  
BA-2-Sunset Park Clean-up Sunday, May 4<sup>th</sup>  
BA-3-Brochure Discussion – Councillor Gould  
BA-4- Action Plan  
#9 – Northword Magazine article submission
  5. ORIGINAL CORRESPONDENCE.
  6. NEW BUSINESS.  
NB-1-Port's Tourist Information Centre needs direction from Tourism Committee  
NB-2-Update Tourism Plan
- ADJOURNMENT.

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Thursday, March 13, 2014**

Present:

Chair Councillor Matt Gaspar  
Angela Mielecki

Mayor Wally Cheer  
Deputy Clerk/Treasurer Sharon Ferretti

Councillor Ian Gould

Chair Councillor Gaspar called the meeting to order at 8:13 p.m.

**1. ADOPT AGENDA**

It was moved by Mayor Cheer, seconded by Angela Mielecki to adopt the agenda as presented.

**CARRIED**

**2. DELEGATES**

**3. MINUTES**

M-1-Minutes February 13, 2014

It was moved by Mayor Cheer, seconded by Angela Mielecki to adopt the minutes as presented.

**CARRIED**

**4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS**

BA-1- Council update-Mayor Cheer

Mayor Cheer reported that Council agreed to limit spending by Committees to \$500 or less. Purchases over \$500 require approval from Council prior to the purchase.

BA-2- Action Plan

Mayor Cheer advised the Committee that he had the blessings of Public Works to install the community signs. Councillor Gould volunteered to assist.

**5. ORIGINAL CORRESPONDENCE.**

**6. NEW BUSINESS.**

NB-1-Quote for brochures from Staples

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

NB-2-Quote for brochures from Vistaprint

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

NB-3-Quote for brochures from Speedee Printers

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

NB-4-Quote for brochures from Advantage Printers

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

Committee further agreed that a Sub-Committee will need to be in place concerning the new brochures. Possible consideration for the following dimensions: 8 ¾" x 16"; 3 fold 4 paneled; quantity of approximately 5000. Further consideration given to if we want more than one brochure, and what the brochure's main purpose will be.

Adjournment                      Meeting was adjourned by Mayor Cheer at 9:20p.m.

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Councillor Matt Gaspar, Chair

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Sharon Ferretti, Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan 2014			
#	ITEM	IMMEDIATE ACTION	RESOLVE
1	Ground Work done before bring tourists in	Signs drawing people in; maybe place in pull-out spots; locate mostly on highway south of Port to catch people driving in north direction	Wayne Nicol will speak with Nathan Voogd, Area Manager for Roads, for approval before moving ahead on construction.
2	Port Visitor Center - Fan Tour	-be organized & prepare in a timely manner - choose a day when Yakoun Inn open; treat guests to lunch afterwards - do the paddle; show what else Port has, etc. i.e. Government Dock, Rainbow Wharf	- Request \$200 from Council Wally will send letters/invites end of March re: numbers for luncheon - wait until info centres have hired their staff. Do in April/May Luncheon; transport; kayaks; Invite MaryLou of MIEDS
3	Website/Blog	Marilou Shroeder – MIEDS has been doing the Port Clements blog. Successful in terms of interest shown; Tweets & Hits are high numbers. Councillor Ian Gould will act as coordinator to stay on top of things; he will take it to Mary Lou. Challenge in getting an individual with available time. Requires a 3-5 paragraph submission + a picture to go with each paragraph.	Councillor Gaspar will contact Alan Lore concerning taking on this task.
4	Maze at entrance of Sunset Trail	Need a design Do in increments to keep costs minimal Need to find funding to build; then need funding to maintain. *Maybe can hire students	Get a design approved for 2014; move forward 2015. Federal Gov't offering good deal for hiring students *project could take 3 years or so to complete
5	Golden Spruce Trail	Upgrades ready in time for 100 <sup>th</sup> Celebrations	Grand Opening decision passed onto Council. Mayor Cheer will contact BC Parks re: their grand opening date.
6	Google Ad Works/ Twitter	-Ian prepared to look into for Centennial -Twitter needs someone on it constantly	Ian will have a report in February
7	Port Clements brochures	New brochure for Port Clements specific for Centennial and/or for general promotional use *Request has been put forward to Council to consider in budget meetings. *Request for ideas from community on facebook	- Get more quotes - Fall 2014 - Get a design prepped. - Get a quote from Advantage Printers. 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies - Promote Golden Spruce Trail
8	Integrate St. Mark's in Centennial	Ian suggested a service be held in August 2014; tie in with music festival and fall fair/farmer's market	Service idea cancelled and made into a function. Historical Society interested in doing this task. Keypad lock prices range \$95 - \$209
9	Northword Magazine	Article and/or small ad to be submitted in the April/May and/or June/July issues	Admin staff to get submission details and costs, etc.

Village Of Port Clements Tourism Committee Action Plan April 2014			
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tourism

Kim Musynsky

**From:** Joanne Campbell <joanne@northword.ca>  
**Sent:** January-31-14 2:50 PM  
**To:** info@goldenspruce.ca  
**Subject:** Fwd: Another idea...REVISION

Hi Urs,

After I sent this off to you yesterday (in a rush, I must say!) I had the nagging feeling that something just wasn't right about it. And I was right -- the quote I sent you was incorrect. In my haste, I managed to mix up the prices of two different sponsored page templates. I've corrected it, so please discard the one I sent you yesterday and use this one instead.

Sorry for any confusion this may have caused!

Joanne

Hi Urs,

Here's another idea for you to present to the council if you like... An NBCTA sponsored section that you have all to yourself!

Last summer was Smithers' 100th annual celebration and to promote it (and give businesses access to inexpensive ad space) they did their own tourism section. It looked similar to the regular NBCTA section but the billing was structured differently. Here's the model of how it worked and would work for you as well.

- The town council bought the BANNERS that ran with the article (\$378 per page). The Town of Smithers ran a 2-page article in the April/May issue (1 page article and 1 ad page for a total of \$756) and 4 pages in each of the June/July and Aug/Sept issues (2 page article and 2 ad pages for a total of \$1512).

- They applied to NBCTA for sponsorship -- in exchange the NBCTA got the banner on top and bottom, as they do with their regular section (not sure what their portion was, sorry) and the Town of Smithers got to have their logo on the front page of the section.

- The ads were priced the same as regular NBCTA ads (\$243 per 1/4p colour) and were billed by Northword instead of NBCTA (as is usual in the regular NBCTA section). The Town of Smithers bought a full page ad for themselves to run their calendar of events (so their cost was the banners plus their ad, less the sponsorship amount they received from the NBCTA).

In sponsorship sections like this, editorial content is supplied by Northword for no charge, but we retain control over the story content--however, we are open to working with you to determine the type of story that could go in. For example, if you went with two issues, you could run The Golden Spruce trail article in one, a historical piece in the next.

If you like, I can send you a pdf of what the sections looked like, or mail off some copies of the whole issue if that would be better received.

Joanne

Joanne Campbell • Publisher  
Northword Magazine / [www.northword.ca](http://www.northword.ca)  
Box 817 • 2nd floor - 3864 2nd Ave.,  
Smithers, BC V0J 2N0  
250-847-4600 Toll Free: 1-866-632-7688

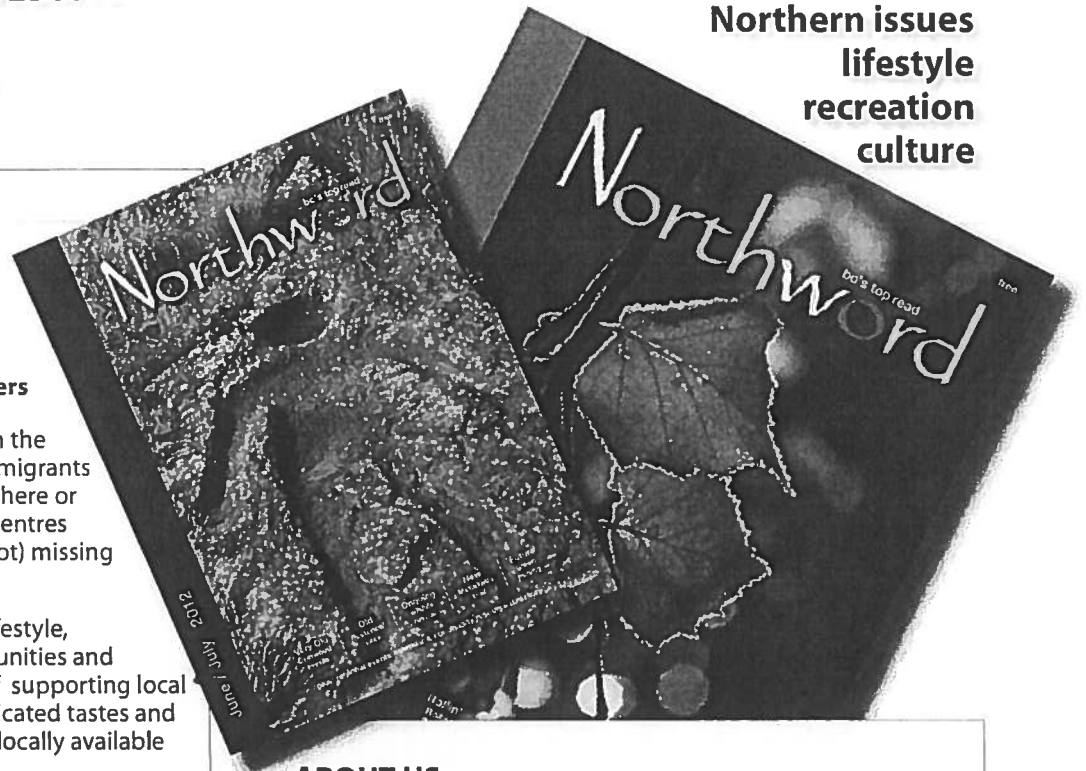
BA-4  
#9

**The only independent MAGAZINE AND WEBSITE that covers Northern BC from border to sea**

# Northword

bc's top read

**Northern issues  
lifestyle  
recreation  
culture**



## OUR READERS...

- 25+ • well educated
- above-average incomes
- CBC radio listeners
- home owners
- frequent northern travellers

Our residential readers live in the north by choice. As amenity migrants -- who have either relocated here or returned home from urban centres -- they know what they're (not) missing about big city life.

Protective of their chosen lifestyle, they're active in their communities and recognize the importance of supporting local economy. They have sophisticated tastes and are keen to hear about new locally available products and services.

## ...AND TOURISTS LOVE US TOO!

Visitors to Northern BC pick Northword up at Tourist Info Centres, hotels/motels, restaurants, gas stations, and retailers.. They appreciate the insight into northern culture.

**By advertising in Northword, you help our readers choose where to spend their dollars locally.**

*VISIT OUR WEBSITE for our regular content as well as:*

- CBC news feed for regional/provincial/national and international news
- Web-only reader-generated content: Blogs, photos, travel tips, recipes, reader comments
- Northern Event Calendar and much more!

**Include NORTHWORD MAGAZINE and [www.northword.ca](http://www.northword.ca) in your marketing plan and increase your visibility across the North.**

## ABOUT US...

**PRINT EDITIONS: APR/MAY, JUNE/JULY, AUG/SEPT, OCT/NOV AND DEC/JAN**

- Circulation: 10,000 copies (controlled, targeted)
- Northword Magazine is distributed free at over 300 high-traffic locations in over 30 communities across the North:



Burns Lake  
Dease Lake  
Fraser Lake  
The Hazeltons  
Houston  
Fort St. James  
Granisle  
Jasper  
Kispiox  
Kitimat  
Masset  
McBride  
Mackenzie  
Moricetown  
Old Masset  
Port Clements  
Prince George  
Prince Rupert  
Queen Charlotte City  
Sandspit  
Skidegate  
Smithers  
Stewart  
Telegraph Creek  
Telkwa  
Terrace  
Tlilt  
Topley  
Tow Hill  
Valemount  
Vanderhoof  
Wells

• Our two month shelf-life, intense reader loyalty and extensive distribution at key pick up points (restaurants, gas stations, hotels, retail outlets, visitor info centres, libraries, book stores, etc) make Northword Magazine an excellent advertising medium for regionally-based businesses

• A conservative estimate of 3-4 readers per copy means that when you advertise in Northword, you invite up to 40,000 people per issue into your business.

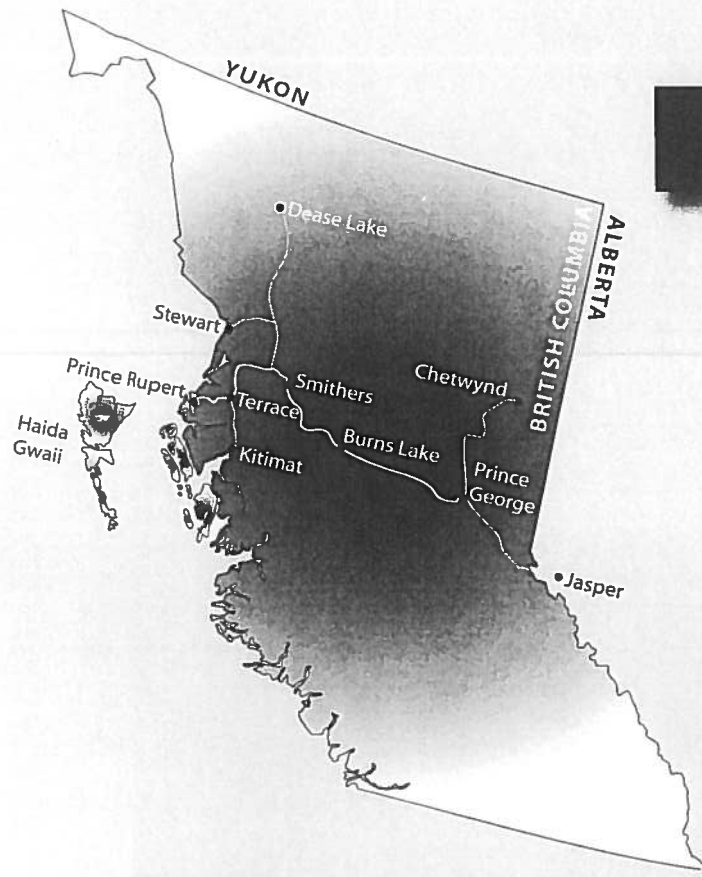
## ISSUE DATES:

*Print editions are distributed in the week surrounding:*

April 1 • June 1 • August 1 • Oct 1 • Dec 1

## PRINT Advertising 2014

Include  
**NORTHWORD**  
 in your marketing plan and increase your  
 visibility across the North.



**The only independent MAGAZINE AND WEBSITE that covers Northern BC from border to sea**

### Regional Distribution

- 10,000 copies per issue
- Distributed east/west/north along the Highway 16 corridor from Haida Gwaii to Jasper

### Average Readership

- 10,000 copies
- Est 30-40,000 + readers per issue

### Published 5x/year

- April / May
- June / July
- August / September
- October / November
- December / January

ADS	b/w	4 Colour
Full page	\$1200	\$1350
1/2 p	\$770	\$920
1/3 p	\$525	\$650
1/4 p	\$410	\$510
1/6	\$300	\$375
1/12	\$180	\$230
Resource Directory	\$95	

COVERS/SPECIALTY (4/c)		
Back		\$1650
Inside Front or Back		\$1550
Facing TOC		\$1550

SECTION SPONSORSHIP (4/c)	
Bannered Sections Ask your ad rep for details	\$378 per page 2 page minimum = \$756

Position charges: Add 30%  
 Agency commission: 15% net  
 Flyer insertion: Available on request

PRINT AD DEADLINES		
ISSUE	BOOK-ING/AD INFO	CAMERA-READY
Apr/May	Mar 7	Mar 14
June/July	May 9	May 16
Aug/Sept	July 11	July 18
Oct/Nov	Sept 12	Sept 19
Dec/Jan	Oct 31	Nov 7



## WEB Advertising Rates- 2014

### WEBSITE RATES - Sold in packages of 10,000 views

HOME PAGE	Web Ad only	In Addition to Print Ad	Pixel Size
Half-page Skyscraper	\$310	\$240	300 x 600
Medium Square	\$190	\$120	300 x 250
Bottom Leaderboard	\$170	\$100	728 x 90
Button Square	\$150	\$80	125 x 125
INSIDE PAGES			
Half-page Skyscraper	\$280	\$210	300 x 600
Medium Square	\$170	\$100	300 x 250
Bottom Leaderboard	\$150	\$80	728 x 90
Button Square	\$130	\$60	125 x 125

### SPONSORSHIPS

#### SPECIFIC STORY – ad infinitum

*Each Northword article is available for sponsorship for the lifetime of the story. Choose the Northword article that is best affiliated to your business and 'own' your spot on its page.*

Top Section/Story Banner	\$1200	\$1000	650 x 150
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#### READERS SHARED SECTIONS - annual

*This is where our readers contribute their favourites: photos, travel tips, recipes, authors, artists, wine... Categories will be added as needed and content will be changing on an ongoing basis. This is the most dynamic portion of northword.ca*

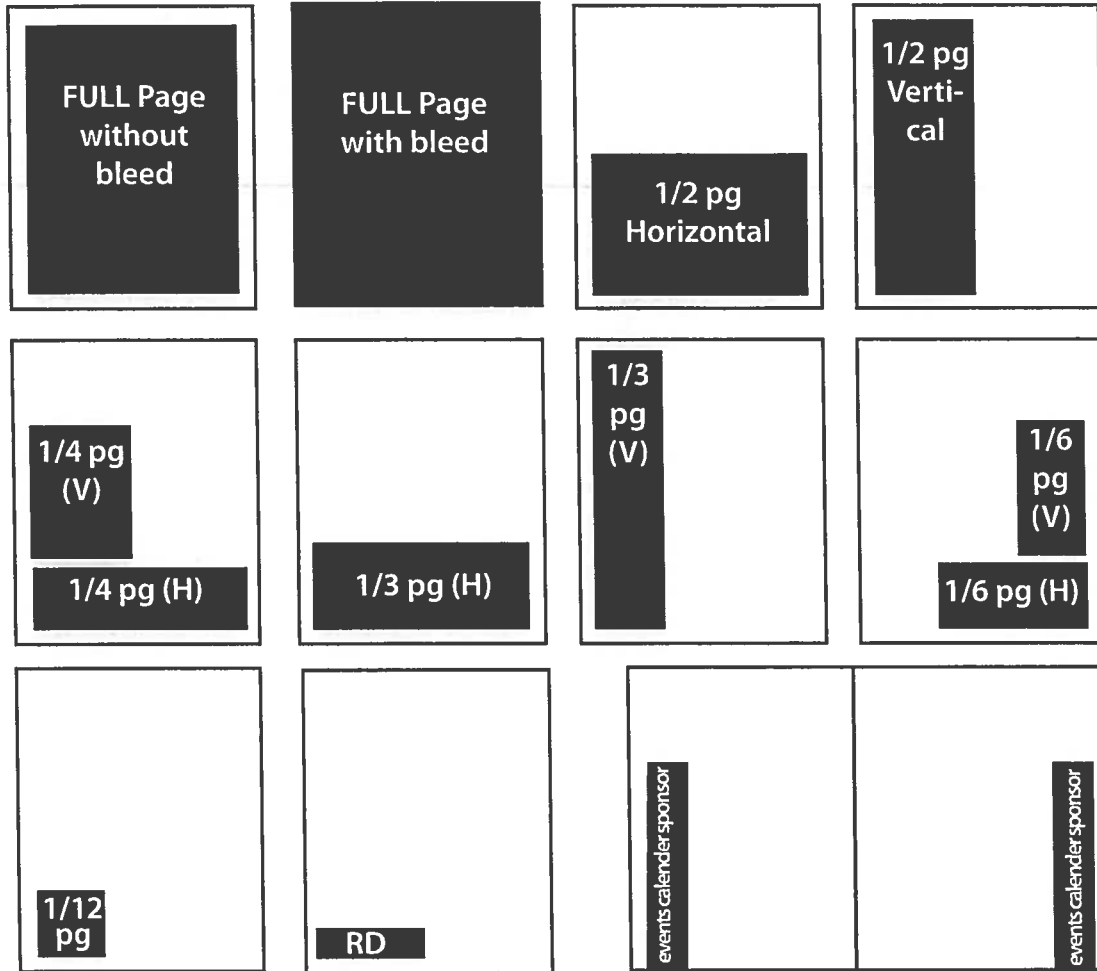
Top Section/Story Banner	\$1200	\$1000	650 x 150
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#### NEWSLETTER - per issue (6x/year)

*Northword readers who subscribe to our newsletters for updated information on articles and other more specialized content will see your message embedded in their updates.*

Top Section/Story Banner	\$280	\$210	600 x 150
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**Expand Your Reach -- Call us Today!**



Ad Size	Width	Height
Trim size of magazine	10.5"	13.25"
Full page without bleed	9.5"	11.75"
Full page with bleed (please account .25 trim + .25 margin on 4 sides)	11"	13.75"
1/2 pg horizontal without bleed	9.5"	5.75"
1/2 pg horizontal with bleed	10.75"	6.7"
1/2 pg vertical without bleed	4.625"	11.75"
1/2 pg vertical with bleed	5.475"	13.75"
1/3 pg horizontal	9.5"	3.75"
1/3 pg vertical	3"	11.75"
1/4 pg horizontal	9.5"	2.75"
1/4 pg vertical	4.625"	5.75"
1/6 pg horizontal	6.25"	2.75"
1/6 pg vertical	3"	5.75"
1/12 pg	3"	2.75"
Resource directory	4.6"	1"
Exclusive sponsor of events calendar	1.8"	9" (x 2)

#### ISSUE DATES

Northword is printed two days prior to, and delivered over 10 days starting:

Apr/May: March 21

June/July: May 23

Aug/Sept: July 25

Oct/Nov: Sept 26

Dec/Jan: Nov 14

#### DISPLAY ADS

##### DEADLINE:

Ads must be booked and material submitted *four weeks* prior to issue date.

##### DESIGN

Scanning, ad design and two proofs are included in all ad rates. Revisions past second proof are subject to additional charges, to be negotiated depending on changes requested.

##### PLACEMENT

Add 30 % per insertion for preferred positions.

##### AD CONTENT

All ad content must be provided by advertiser, including logo, artwork, illustration and text. All advertisers, or graphic designers acting on behalf of advertisers, warrant any person identifiable in any artwork supplied for use in an ad, has consented to the use of their likeness.

##### ARTWORK

We are happy to accept hard copy artwork or photos for scanning, at no cost. Logos or photos taken off the Web are not acceptable, as the resolution is too low.

## Ad Material Guidelines

Logos or artwork can be emailed in the following formats: ai, eps, tif or jpg, at 300 dpi, at the size intended for use.

Submitted artwork in hard copy will be held for pick-up for three months, unless otherwise arranged.

Photos can be supplied in RGB, CMYK colour or greyscale, in jpg or tif formats. Resolution must be 300 dpi based on final size.

E-mail all attachments at the same time, to [ads@northword.ca](mailto:ads@northword.ca). Clearly identify which business the ad content is for.

##### TEXT

Copy may be supplied in electronic Word document, or pasted into the body of an e-mail.

#### CAMERA-READY ADS

##### DEADLINE

Ads must be booked and material submitted *three weeks* prior to issue date.

To submit a camera-ready ad, please e-mail as PDF, as well as in original, editable format (whatever program the ad was made in). Acceptable programs: Illustrator 10 or less, Photoshop 7.0 or less, or InDesign 3.0 or less.

Fonts must be converted to outline. Every element in your ad must be provided, including all graphics, logos, photos, and fonts (both screen and printer).

Colour ads must be converted to CMYK. B/W ads must be in greyscale. RGB ads are not accepted. As we are a Macintosh production environment, all PC fonts will be substituted with similar Macintosh fonts. Photoshop files are cross platform.

Spot colour is only available by request, and will be quote on a per-time basis.

All text and graphics must be inset a minimum of 0.25" from trim size (see printing specs).

Note: for ads with bleed, make sure all pertinent parts of bleeding image/photo are at least 0.25" from trim size, i.e. 0.5" from bleed edge of ad.

##### MECHANICAL REQUIREMENTS

All advertisements must be in digital form and must conform to the sizes listed in this document. Bleeds are available on full page and half page ads only.

##### DIGITAL REQUIREMENTS

Northword Magazine is produced on Macintosh computers using InDesign version 3.0. We accept ads by e-mail to [ads@northword.ca](mailto:ads@northword.ca) or by CD.

##### FILE TRANSFER

Files can be received via e-mail, CD or FTP. To FTP your file, you have two options. Northword's preferred FTP site, Fetch, requires specific software. If you use Fetch, please e-mail [editorial@northword.ca](mailto:editorial@northword.ca) for host and password and to alert us once FTP transfer is complete.

If you don't have specific FTP software, simply connect to [www.yousendit.com](http://www.yousendit.com) and follow instructions.

##### PRINTING SPECS

Northword Magazine is printed on recyclable paper: 52/72 Electrabrite stock (52 grams and 72 brightness) for the inside pages, and 50 lb book stock for the cover (first web), which is heat set. The magazine is saddle stitched and trimmed to approx. 10.5" x 13.25," with option for process colour.