

OKANAGAN SHUSWAP

PACK&GO ADVENTURE GUIDE

BearfootCanada.com

Pack&Go is simple lightweight and *to the point* directory of outdoor adventure products and experiences. Professional guides who live and work in the Okanagan and Shuswap Regions of British Columbia produce *Pack&Go* Guides for outdoor enthusiasts.

Pack&Go Guides include trailhead locations and all the information you need to know on where to find those best views and trails that will take you off the beaten path and give you great and unforgettable wilderness experience.

The Pack&Go Guide is supported by advertisers who are the very best at supplying outdoor equipment, clothing and services to outdoor enthusiasts. Pack&Go is also your guidebook for learning all about responsible travel that considers habitat protection mixed with an awesome experience.

Call Us:

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INVESTING IN A PACK&GO ADVENTURE GUIDE

If you're a group or business that wants to support responsible nature-based travel and link with like-minded travelers then Pack&Go is the ideal venue for you to meet. Investing in Pack&Go will help to support nature-based tourism operators reach international visitors and help to educate local residents about all the great natural attractions that exist in the Okanagan and Shuswap.

Investment in Pack & Go means you will receive display advertising, and if you choose a *marketing bundle* that includes web and E-zine promotions.

ALL ABOUT PACK&GO

We publish five Pack & Go Adventure Guides:

- **Shuswap**
- **North Okanagan**
- **Central Okanagan**
- **South Okanagan**
- **Conference Kit and Directory**

Each guide has a dimension similar to a road-map with trailhead information and directory links to websites that can give you detailed information to plan your next excursion including an Adventure Directory. We print 4000 copies of each guide and distribute them through tour operators, Visitor Information Centres, attractions, hotels B&B's, Hostels, Lodges and outdoor equipment retail outlets.

ADVERTISING RATES

Business Card Size Ad - \$95

Size: 3.25" wide x 2" high

Double Card Size Ad - \$185

Size: 3.25" wide x 4" high

Half Page Ad - \$260

Size: 3.25" wide x 5" high

Full Page Ad - \$440

Size: 3.25" wide x 9.75" high

All Advertising must be supplied camera ready in PDF format, and all web ads must be supplied in jpg format.

DISCOUNTS

If you invest in three or more Pack&Go Guides you can take advantage of a 10% Discount. If you are a member of Adventure Okanagan Co-operative; Bearfoot Canada or Think Outside you can receive a 10 percent Discount.

Select the ad size or marketing bundle you would like to invest in, and our marketing consultant will assist you in filling out the *Pack&Go Support Contract*. You can pay by cheque, making it payable to: *Bearfoot Canada*.

You can provide us with advertising copy on disc or by email in a JPEG format. If you would like us to design advertising for you, extra charges will apply.

www.bearfootcanada.com

ABOUT BEARFOOT CANADA

We help visitors collect *Bearfoot Routes and Experiences*, whether it be biking the Kettle Valley Railway to an Estate Winery; a challenging hike into the Monashee Mountains; navigating a Voyageur Canoe on Okanagan or Shuswap Lake; or a relaxing weekend in a heritage log cabin. We

have the passion and expertise to make your holiday journey a memorable one.

AOC and Bearfoot represent adventure and eco-tourism operators located in the Okanagan, Shuswap and Monashee Regions of British Columbia, from Osoyoos to Sicamous. Our members work together to bring a diverse travel experience to visitors through travel packaging that promotes safe, exciting and responsible travel within one of the most beautiful regions in Western North America.

We help build businesses and communities by performing marketing programs; travel packaging services and tour itinerary design. We help reduce business costs for members; offer business development services, advocacy promoting habitat preservation and adventures in education, ecology and culture.



Bearfoot Canada is powered by Adventure Okanagan Co-operative and the Canadian Tourism Commission. Bearfoot is supported by eco-adventure businesses from throughout the Okanagan and Shuswap Regions of British Columbia. Bearfoot encourages visitors and residents to “collect” nature-based experiences. At Bearfoot we build partnerships that will assemble the resources to provide assistance for the ongoing maintenance of back-country trails and sensitive habitat. We educate the public about responsible travel as well as market nature-based travel world-wide.

Bearfoot is a division of *Adventure Okanagan Co-operative (AOC)* a group of knowledgeable and enthusiastic travelers and adventurers dedicated to providing small group travel to unique destinations throughout the southern interior of British Columbia and beyond. With nearly 50 itineraries, which include hundreds of destinations and activities to choose from, Adventure Okanagan offers grassroots adventure, cultural and eco-tours highlighting any holiday, weekend escape or conference.

www.BearfootCanada.com

BEARFOOT PACK&GO GUIDE MARKETING BUNDLES

We make available a number of different options that can fit any marketing budget:

<p>Level 1 Business Card Size \$95</p> <p><i>Add an E-Bundle</i> Directory Listing in the Lynx Page Web Display Ad \$60</p>	<p>Level 2 Double Card Size \$185</p> <p><i>Add an E-Bundle</i> Directory Listing in the Lynx Page Web Display Ad \$50</p>	<p>Level 3 Half Page \$260</p> <p><i>Add an E-Bundle</i> Directory Listing in the Lynx Page 2 Web Display Ads and Banner Ad \$125</p>	<p>Level 4 Full Page \$440</p> <p><i>Add an E-Bundle</i> Directory Listing in the Lynx Page 2 Web Display Ads and Banner Ad \$110</p>	<p>Level 5 Full Page – Back Cover Ad – Full Colour \$TBA</p> <p><i>Add an E-Bundle</i> Directory Listing in the Lynx Page 2 Web Display Ads and Banner Ad \$100</p>
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