

Build your business in BC's hotel industry by reaching 2,100 buyers in hotels and resorts across BC with this respected local trade magazine.

*"We've been very pleased with the response we're getting from our advertising campaigns in **InnFocus** and **Alberta Hospitality**. The ads have generated inquiries from prospects that have resulted in sales to new clients, so it's been a good investment for us."*

Michael Russell, Director Contract Sales, Restwell Sleep Products



Issue	Publishes	Closes	Feature Articles
BCHA Buyers' Guide	Mar.16	Feb. 3	Preferred Supplier Directory of BCHA Associate Members
Spring 2012	March 16	Feb. 3	Controlling Food Costs Social Media Trends Recruiting & Managing GenY Your Rights under the Innkeepers' Act
Summer 2012	June 8	Apr. 27	Online Reputation Management Hotel Pricing Trends Customer Loyalty Strategies F&B Trends in Hotels
Fall 2012*	Sept. 7	July 27	Working with your DMOs Online Travel Trends Attracting GenY Guests Budgeting Best Practices
Winter 2012	Dec. 7	Oct. 26	Optimizing your Website Maximizing Potential Revenue Rating Sites Wrongful Dismissal
Regular columns:	Marketing President's Message BCHA Member Benefits	Hotelier Profile CEO's Report	Names in the News BC Hospitality Foundation Update

Distribution in BC

By subscription and controlled circulation

- Hotels
- Resorts
- Tourism Organizations
- Industry Suppliers

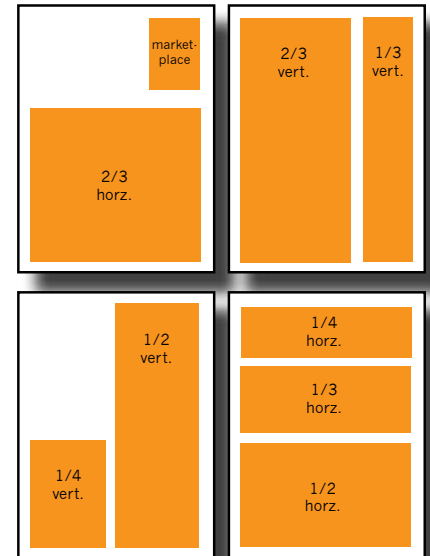
Circulation

- 2,100 copies per issue
- Published quarterly

* The Fall 2012 issue of InnFocus will reach additional buyers since each delegate at the BC Hospitality Industry Conference receives a copy and it is also distributed at both the EMC booth and the BC Hotel Association's booth at the Exposition.

RATES

Full Colour	Width	Height	1 insert	4 ads over a year Price per ad*	BCHA Buyers' Guide & 4 ads over a year Price per ad*
Marketplace	2.25"	2.75"	\$405	\$365	\$345
1/4 vertical	3.5"	4.5"	\$655	\$590	\$555
1/4 horizontal	7.5"	2.5"	\$655	\$590	\$555
1/3 vertical	2.35"	9.5"	\$925	\$830	\$785
1/3 horizontal	7.5"	3.5"	\$925	\$830	\$785
1/2 vertical	3.5"	9.5"	\$1230	\$1110	\$1045
1/2 horizontal	7.5"	4.5"	\$1230	\$1110	\$1045
2/3 vertical	5"	9.5"	\$1730	\$1555	\$1470
2/3 horizontal	7.5"	6.5"	\$1730	\$1555	\$1470
Full page inside**	8.5"	11"	\$2285	\$2055	\$1945
Inside Cover**	8.5"	11"	\$2545	\$2290	\$2165
Back Cover**	8.5"	11"	\$3145	\$2830	\$2675



* Each ad invoiced quarterly.

**Add 1/8" bleed to page. Ensure all text is no less than 1/4" from trim.

BCHA members receive a 10% discount on the above rates.

All rates are subject to local tax and are based on receiving completed digital artwork. For black & white ads, subtract 20% from the above rates. Cover positions must be full colour. For premium positioning, add 15%. Insert rates are available upon request.

BCHA BUYERS' GUIDE & INNFOCUS

BCHA Members - Position your company as a key supplier to BCHA members by reaching buyers year-round in the *BCHA Buyers' Guide* in addition to 4 ads in the magazine, and as a bonus you will receive a complimentary enhanced listing in the *BCHA Buyers' Guide*.

ADVERTISING FEATURE

There is only one Supplier Profile promotional feature in each issue. This great marketing tool is a 2-page spread, written and designed by EMC staff. The cost for this exclusive double-page spread is \$3020 + HST.

SPECIFICATIONS FOR SUPPLIED ADS - Please read carefully

- All ads must be 300 dpi, including all text and images contained in the ad.
- Ensure that all fonts are converted to curves.
- Digital files must be supplied as a high resolution PDF.
- Ads must include bleed where noted above (**).
- For ad sizes that require bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to info@emcmkt.com.
- For files over 5 MB, please call for instructions to upload the file.



Published by: EMC Publications
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