From: Karen Ross

Email: karen@hiceec.org February 5, 2023

# **2023/2024 HORNBY/DENMAN/SEASIDE VISITOR’S GUIDE**

# & Hornby only: also your 2022 listing on [**www.hornbyisland.com**](about:blank)

Dear Fellow Islanders,

Plans are underway for the 2023/2024 Visitor Guide. This year’s brochure will continue to include the Gateway Communities of Buckley Bay, Deep Bay, and Fanny Bay.

As part of the efforts to protect our communities, during the last 3 years we have targeted the guide to people already on their way to our Region and distributed 25,000 brochures. Last year we re-added the Horseshoe Bay/Departure Bay ferry runs to try to take some of the workload off the staff at the Buckley Bay ferry terminal. This year we will re-establish distribution on all the major ferry runs. This allows people time to pre-plan their visits somewhat. Local advertisers are great distribution points for individual brochures (Thanks to you all for that!). Inventory supplies can be picked up at the Denman General Store warehouse, the HICEEC office on Hornby, or small inventories at the BCF ticket booth at Buckley Bay.

**TO SUBMIT YOUR 2023/24 VISITOR GUIDE AD:**

**Existing advertisers,** please look at a hard copy of last year’s guide, or visit it online at: https://hiceec.org/hornby-visitor-guide open the link to your side of the 2022/23 Visitor Guide. Please review your current ad and the map reference and respond to me to confirm your ad placement. If you want to repeat your ad unchanged, simply email me that this is your intention.

* + If you want to make changes please resubmit the entire ad, so we have a hard copy to check against.
  + Any changes/additions for display ads must be done one-on-one, so please contact me. You must be prepared to submit camera ready artwork, too.
* The Guide goes into production in early March. The **ad deadline** is Monday, February 20th in order to get the invoicing done before the brochure goes to print.
* The brochure will be distributed by the beginning of May, in time for the current advertisers to get the maximum benefit of “the season”.

**New advertisers**, please complete the application, or contact me and we can discuss your needs.

* ALL NEW APPLICATIONS, you will need to indicate your business location on a map, and send a picture to ensure accuracy. Alternatively, you could mail it in. (HICEEC, 2250A Sollans Rd., H.I., V0R 1Z0
* Note: For the “line listings”:
  + Line one is the header line, and will be printed in bold.
  + Additional lines are not in bold, and consist of max. 65 spaces.
  + Mandatory fields are: At least one line; whether you are open Seasonally (S) or Year-round (Y); and a telephone number.
* Please be sure to identify what type of business you have, and which section you want your listing to be in.

|  |
| --- |
| Then send a map with the specific location of your business indicated.  If you are a new advertiser, and would like a box Display Ad, please contact me for the specifications. |

**Please confirm your original application carefully to avoid mistakes.**

***Proofing of all ads*** will take place prior to final production; you will be notified to participate.

|  |
| --- |
| .  **Payments. Your options:**   1. Remittance by *e-transfer* to [billing.HICEEC@gmail.com](about:blank) (Security answer: guide) 2. Mail your cheque, to HICEEC 3. Credit cards are now accepted.   Be sure to write your business name on any correspondence.  ***Hornby Island Community Economic Enhancement Corporation* (HICEEC)**  **2250A Sollans Road, Hornby Island, B.C.**  **V0R 1Z0**  **Phone: 250-335-1199**  **Email:** [karen@hiceec.org](mailto:karen@hiceec.org)  **THANK YOU FOR YOUR CONTINUED PARTICIPATION IN THIS COMMUNITY MARKETING INITIATIVE.**  **A special acknowledgement to Denman Works for their support, Denman General Store for warehousing, and BCFerries Buckley Bay Ticket Booth Staff for being a key distribution point.**  *Together Everyone Achieves More!* |
|  |
|  |
|  |
|  |