



Bell's Travel Guides

1770 Front St #170, Lynden WA 98264 1-800-880-9109

The number of people crossing into Alaska by road has decreased dramatically in the past 10 years. While the data shows a disturbing trend, the cruise/air markets helped offset this decline in U.S. based long-haul traffic. Canadian travel to the North has shown steady growth over the past few years as has European travelers. Canadian visitors are thrifty and tend to depend on getting their information while traveling so you should market your goods and services to them in publications that are widely distributed on all access routes leading to your region.

With the new reality of travel after September 11 many companies have pulled advertising dollars from a national approach to focusing on regional advertising. The thought being that the provincial or state tourism offices should bring the customer to the area and then you can market your products to them. It is critical that you spend your advertising dollars in a very targeted manner, so be sure you get maximum bang for your buck.

We know concerns are rising for many of you as the economy falters but there are some important facts you should know about past recessions and how best to survive them.

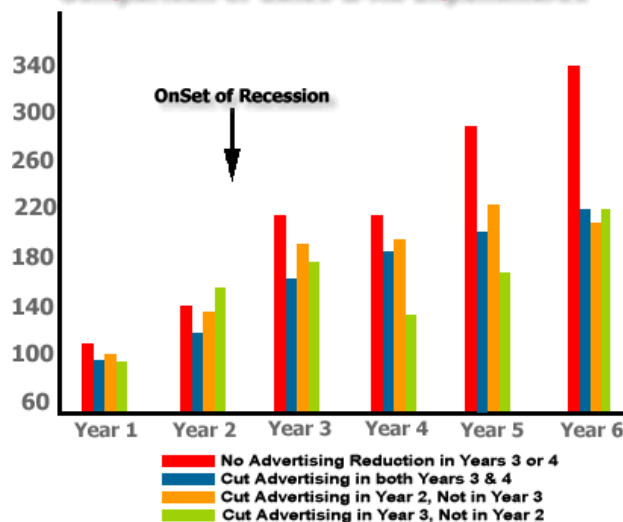
Six studies done by the research firm Meldrum & Fewsmith showed that advertising aggressively during recessions not only increases sales, but increases profits as well. This has proved true in all post World War II recessions studied by American Business Press.

600 companies in 16 different industries were analyzed. The results showed that firms that maintained or increased their advertising during the 1981-82 recession averaged much higher sales growth, both during the recession and for the following three years, than their competition that eliminated or decreased advertising.

By 1985, sales of companies that were aggressive recession advertisers had risen 256% over those that didn't keep up their advertising. Sales for the companies studied were relatively even before the recession.

In an analysis of the 1990-91 recession it was found that better performing businesses focused on a strong marketing program enabling them to solidify their customer base, take business away from less aggressive competitors and position themselves for future growth during the recovery.

Comparison of Sales & Ad Expenditures





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Bell's Alaska Mapbook

In the past ten years Bell's Alaska Mapbook has had remarkable acceptance from both advertisers and consumers. We will print over 150,000 in 2010 with distribution through rental cars and motor homes in Alaska and the Yukon, visitor's centers, airport information desks and key visitor locations, the Mapbook is recognized by many of the top visitor attractions in Alaska as the premier way to target the independent traveler.

Distribution of Alaska Mapbook

Car Rental Companies..... 77,000
 (All the major car rental companies
 in Alaska and the Yukon)
 Motor home Rentals.....15,000
 (90% of the motor homes and campers
 in Alaska and the Yukon)
 Visitor Centers State-wide.....24,000
 (Includes airport distribution in Anchorage,
 and Fairbanks)
 Key Visitor Locations.....34,000
 (High traffic areas including Selected
 Chevron and Tesoro Stations, RV Parks,
 Hotels, Gift Shops and Tour attractions)
TOTAL: 150,000

Mechanical Specifications

	Horizontal		Vertical	
	Width	Depth	Width	Depth
One page	4.75"	7.50"		
¾ page	4.75"	5.75"		
½ page	4.75"	3.70"	2.25"	7.50"
1/3 page	4.75"	2.50"	2.25"	5.00"
¼ page	4.75"	1.875"	2.25"	3.70"
1/8 page	2.25"	1.875"		
1/16 page	2.25"	.938"		

Printing Process: Web offset. Publication trim size 5.25" x 8.25".

Materials Required: All Materials Due by Oct 15, 2008. Digital PC files are preferred as "Press Ready PDF" and must include fonts. Macintosh digital files should be built in Adobe Illustrator and saved as PC.eps including document fonts. We do not accept digital files created in Microsoft Publisher, Word or similar files. All screen and printer fonts, support files and high resolution scans must accompany ads submitted on disk together with final lasers, color breaks and summary of file contents. **ADDITIONAL CHARGES WILL APPLY FOR FILE CONVERSION.**



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Bell's Alaska Highway Mapbook

This year marks the 6th year of our Mapbook for the Alaska Highway and connecting routes. This publication is modeled after our very successful Alaska Mapbook that is in its 10th printing. As the long haul U.S. market declines we determined that there was a need for a free publication that would be distributed both regionally and nationally. The focus of our Mapbooks is on quality maps and information. With the costs of travel publications skyrocketing, more and more of your potential customers are choosing to travel without a paid for guide and this makes it difficult to put your goods and services in front of them. Special sections for each town and city provide detailed information about what to see and do, accommodation, shopping, camping and more. These sections help your prospects to quickly and easily locate your information, which will result in more sales for you.

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2008 Distribution

Motor home Rental Companies.....	3,000
Car Rentals.....	3,000
Alberta Visitor Centers.....	4,000
BC Visitor Centres.....	10,000
Yukon Visitor Centres	30,000
Alaska Visitor Centres	15,000
Key Visitor Locations	35,000
Total	100,000

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Alaska's Inside Passage Travel Guide®

The Inside Passage Travel Guide® is one of Alaska's most popular travel books. We will print 130,000 in 2010 with distribution throughout Southeast Alaska in Cruise terminals, on the Alaska Marine Highway system, visitor's centers, airport information desks, car rental companies and other key visitor locations. Gateway cities like, Ketchikan, Prince Rupert, Seward and Whitehorse play an important part in the distribution of the Inside Passage Travel Guide®. We also distribute to Northern BC and Northern Alberta Visitor Centers on Highway access points

Distribution of Inside Passage

Southeast Visitor Centers.....	40,000
Yukon Visitor Centers.....	10,000
Rental Car/Motorhome.....	5,000
Cruise Ship Docks.....	25,000
Alaska Marine Hwy.....	24,500
High Visitor Traffic Areas.....	25,500
(Gas Stations, RV Parks, Hotels, Gift Shops and Visitor Attractions)	
TOTAL:.....	130,000

Mechanical Specifications

	Horizontal		Vertical	
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One page	4.75"	7.50"		
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What visitors are saying about Bell's Guides

From: Mildred Morrison
Sent: Friday, September 13
Subject: Re: Alaska Mapbook

I would like to take this opportunity to express my sincere gratitude for your "2005 Alaska Mapbook". We recently visited Alaska and drove over 3000 miles in an RV for two and a half weeks. I purchased "Alaska for Dummies" and the "Milepost 2005" before our trip. Your book was more useful than either of them, and it was free! We were never without it. It was invaluable for our entire trip. It kept us from getting lost and gave us great history and information on all the different places we visited.

The "2005 Alaska Mapbook" is set up very user friendly. Thank you and your sponsors for such a great job. It is also great for my scrapbook now that we have returned home.

Sincerely
Mildred Morrison

From: Ken Ward
Sent: Tuesday, June 7
Subject: Re: Bell's Travel Guides

I would just like to mention how happy I am with the Bells Travel Guide. My nephew and I just returned from a 7-day cruise south bound from Anchorage. Before taking the cruise we spent 4 days driving around anchorage, your guide was flawless in getting us to the places we wanted to see. After Starting out in Anchorage we drove up to Denali and stayed over night. After touring this area we decided that a trip to Fairbanks was in order, your pinpoint accuracy of scenic highlights was a big help. We were able to plan our photo stops without a glitch. We managed to drive from Denali to Fairbanks and return to Anchorage in one day. We will recommend your guide to anyone travelling this region, please promote your book as it should be with every traveller in Anchorage and Alaska. Thank you for making our trip even more enjoyable

Ken Ward

From: Nada Joksimovich
Sent: Thursday June 12
Subject: Re: Bell's Travel Guides

Hello,

Thanks for sending the book to Mrs Turner.

I love my copy of your guide-I HAVE LEARNT MORE FROM IT THAN FROM MY ACTUAL VISIT TO ALASKA.

Both you and your husband are wonderful to deal with, a rare phenomenon in the travel industry.

All the best
Nada Joksimovich



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Alaska Mapbook Rental Car Distribution

The Automobile Rental Agencies listed below are partners in the Distribution of the Bell's Alaska Mapbook. They receive rave reviews from their customers about this publication and have been extremely supportive of this program.

ALAMO	13,600
AVIS	6,800
BUDGET	13,600
DOLLAR	6,800
HERTZ	13,600
NATIONAL	6,800
PAYLESS	3,000
ENTERPRISE	6,800
DENALI	1,000
ALASKA CAR & TRUCK	1,000

The numbers represent either the number of books distributed by each agency or the number of personalized inside front covers printed for each company

This program is constantly expanding and new rental companies are being added each year. Bell's Alaska Mapbook is the largest publication of it's kind in the state and it is the best way to put your advertising in front of one of the highest spending visitor groups in the North.



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Alaska Mapbook RV Rental Distribution

The following RV Rental companies are participating in the Bell's Alaska Mapbook distribution. This year the Mapbook will be made available to each rental customer when they pick up their motor home.

ABC Motorhome Rentals

Alaska Highway Cruises

Canadream

Clippership Motorhome Rentals

Cruise America

Cruise Canada

Fraserway RV Rentals

This comprises most of the RV Rental companies in Alaska and the Yukon and we are very excited to have them as partners.