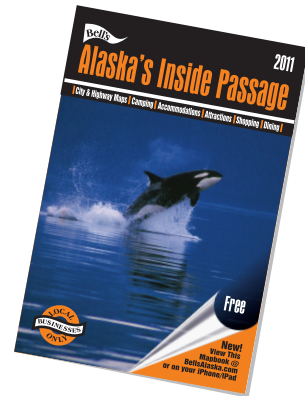
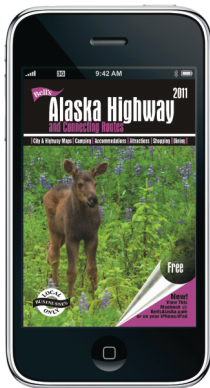




# Bell's Travel Guides

*Strategies for Successful Marketing*



## Media Kit 2012

*"When the pie gets smaller and you advertise, you increase your chances of being the vendor of choice and taking market share from your competitors."*



## Bell's Travel Guides

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

### Bell's Travel Guides

For over 50 years Bell's Travel Guides have been committed to giving visitors to the North outstanding resources for trip planning. 2012 brings the 12<sup>th</sup> edition of Bell's Alaska Mapbook. With over 130,000 copies distributed within Alaska to the cruise/fly-drive visitor market, it is one of the largest publications of its kind in the North. If the independent traveler is your target, this must be part of any comprehensive marketing plan.

2012 will mark the ninth year for the very successful Bell's Alaska Highway and Connecting Routes Mapbook. We will be distributing 85,000 copies of this guide in 2012. This publication is specifically targeted at the rubber tire traffic that drives to Alaska and the Yukon each summer. It is the only free map guide that is distributed from Edmonton Alberta to Prince Rupert British Columbia and as far north as Fairbanks, Alaska

Alaska's Inside Passage Travel Guide®, our third publication is designed to serve the Cruise/Air passenger as well as the independent traveler to Southeast Alaska. 130,000 copies of the Inside Passage Guide will be distributed this year through gateway cities leading to Southeast Alaska and the Inside Passage itself through Visitor centers and on the Alaska Marine Highway System.

Our publications are distributed in visitor centers throughout Alaska, the Yukon and Northern British Columbia. They are available in Gas Stations, Hotels, RV parks, Rental cars and Rental motor homes in Alaska and the Yukon, as well many other key visitor locations.

Publisher

*Timothy J Bell*



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The number of people traveling to Alaska has decreased over all in the past 3 years. While the data shows a disturbing trend, the cruise/air markets are starting to recover which will translate to an increase in 2011/2012. Canadian travel to the North has shown steady growth as have European travelers. All visitors now tend to depend on getting information on the internet or 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.

Many companies have pulled advertising dollars from a national approach to advertising 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 to be sure you get maximum bang for your buck.

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

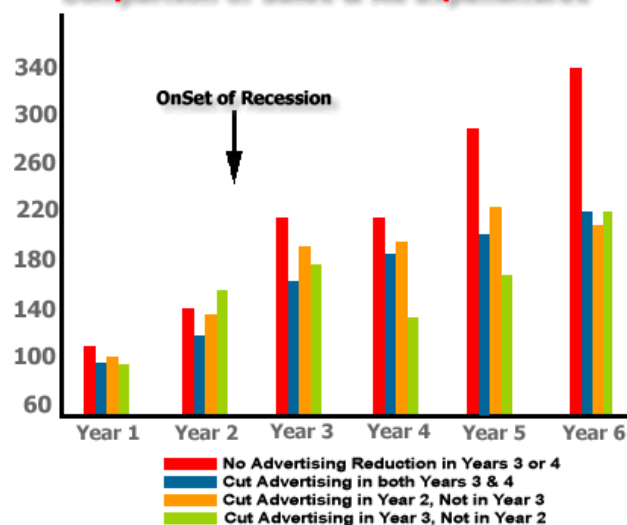
Six studies done by the research firm Meldrum & Fewsmith showed that **advertising aggressively during recessions not only increases sales, but increases profits as well.** This has proved true in all post World War II recessions studied by American Business Press.

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**





## Bell's Travel Guides

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### Bell's Alaska Mapbook

In the past 12 years Bell's Alaska Mapbook has had remarkable acceptance from both advertisers and consumers. We will print over 130,000 in 2012 with distribution through rental cars and motorhomes 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 .....	72,000
(All the major car rental companies in Alaska and the Yukon)	
Motor home Rentals.....	10,000
(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 .....	24,000
(High traffic areas including Selected Chevron and Tesoro Stations, RV Parks, Hotels, Gift Shops and Tour attractions)	
<b>TOTAL: .....</b>	<b>130,000</b>

#### Advertising Rates 2012

One Page .....	\$4,295
1/2 Page.....	\$2,395
1/3 Page .....	\$1,695
1/4 Page.....	\$1,295
1/8 Page .....	\$695
1/16 Page.....	\$395
*Logo on Map.....	\$300
*Premium Listing: .....	\$349
- Links from All Online Publications. Includes Video Link	

#### Mechanical Specifications

	Horizontal		Vertical	
	Width	Depth	Width	Depth
One page	4.75"	7.50"		
3/4 page	4.75"	5.75"		
1/2 page	4.75"	3.70"	2.25"	7.50"
1/3 page	4.75"	2.50"	2.25"	5.00"
1/4 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, 2011.** 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.**



## Bell's Travel Guides

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### Bell's Alaska Highway Mapbook

2012 marks the 9<sup>th</sup> 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 12<sup>th</sup> 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. 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.

### Mechanical Specifications

	Horizontal	Vertical	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"	0.938"		

### Distribution of Alaska Mapbook

Motor home Rental Companies.....	5,000
Car Rentals.....	5,000
Alberta Visitor Centers .....	5,000
BC Visitor Centres .....	15,000
Yukon Visitor Centres .....	30,000
Alaska Visitor Centres .....	25,000
<b>Total .....</b>	<b>85,000</b>

### Advertising Rates 2012

One Page .....	\$4,295
½ Page.....	\$2,395
1/3 Page .....	\$1,695
¼ Page.....	\$1,295
1/8 Page .....	\$695
1/16 Page.....	\$395
*Logo on Map.....	\$300
*Premium Listing: .....	\$349
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## Bell's Travel Guides

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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 2012 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 .....	25,000
High Visitor Traffic Areas	25,000
(Gas Stations, RV Parks, Hotels, Gift Shops and Visitor Attractions)	
<b>TOTAL: .....</b>	<b>130,000</b>

#### Advertising Rates 2012

Premier Page .....	\$3,500
One Page .....	\$2,995
½ Page.....	\$1,595
¼ Page.....	\$895
1/8 Page .....	\$450
*Premium Listing: .....	\$349
- Links from All Online Publications. Includes Video Link	

#### Mechanical Specifications

	Horizontal		Vertical	
	Width	Depth	Width	Depth
One page	4.75"	7.50"		
½ page	4.75"	3.70"	2.25"	7.50"
¼ page.....	4.75"	1.875"	2.25"	3.70"
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### **The most interactive publications in the North!**

This year marks the biggest change I have seen in 50 years of print publications. All of Bells Travel Guides are now fully interactive online. Our website, with active links and web stats for each of our customers, has made us the leader in the Industry over the past 5 years. This was cutting edge and still not offered by some of our competition. In 2011 all of our publications are available as interactive web books that are downloadable to iPad, iPhone or your computer. These web books are fully interactive and link directly to your website when connected to the internet. They can also be viewed and used by prospective clients even when the device is offline. We have included this benefit for all our customers in 2011 at no charge. I am proud of my staff for their dedication in ensuring we are offering our clients the best possible result for their advertising investment.



## Bell's Travel Guides

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### What visitors are saying about Bell's Guides

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

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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

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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

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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.



## Bell's Travel Guides

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### **Bells Travel Guides RV Rental Distribution**

The following RV Rental companies are participating in the distribution of Bells Travel Guides. This year the Guides that are for the appropriate area 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.