TRIGGER:

Yukon
Canada's True North

Projected Tourism Yukon 2005/2006 Advertising Plan

October 1, 2005 – September 30, 2006

Program	Medium	Vehicle	Market	Description	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Misc. Ads	Print	Alaska Vacation Planner		Full Page ad												
		Cruise Agent Magazine	Western Ed.	1/6 page ad, full colour												
		NTA Courier Magazine	Western Ed.	1/6 page ad, full colour												
		Travel Agent Magazine	Western Ed.	1/6 page ad, full colour												
		Travel Age West	Western Ed.	1/6 page ad, full colour												
Joint Y/A	Magazine	*Canadian Geographic*														
		Canadian Geographic	Western Ed.	Display Ad - Full Colour DPS												
		Canadian Geographic	Western Ed.	Business Reply Card												
		Canadian Geographic - e-newsletter	Western Ed.	Skyscraper banner in e-newsletter												
		Spring Travel & Adventure Guide	National	Display Ad - Full Page, Full Colour												
		Spring Travel & Adventure Guide	National	Business Reply Card												
		Canadian Geographic Travels Website	National	Banner, 450K Impressions, 6-months												
		Canadian Geographic Travel Microsite	National	300 word feature w/photo and link												
		Canadian Geographic Travel Microsite	National	On-line response program												
		Outdoor Aventure Shows	Toronto/Vancouver	Outdoor Shows - contest promoted with ballot box												
		Westworld Magazine														
		Westworld BC		Display Ad - Full Page Full Colour												
		Westworld BC		Business Reply Card												
		Westworld AB		Display Ad - Full Page Full Colour												
		Westworld AB		Business Reply Card												
Internet	Web	* See Program Description for details														
		Yukon 20/20 Promotion														
		AMA	Alberta													
		BCAA	BC													
Collateral		2005 Yukon Vacation Planner	All Markets													
		2005 Lure Piece	All Markets													
		2006 Yukon Vacation Planner	All Markets													
		2006 Lure Piece	All Markets													
		On Yukon Time Guide	In-market													