

TABLETALK

Bulletins for BC Innkeepers



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The B.C. Bed & Breakfast Innkeeper Guild Brochure

2011-2012

IMPORTANT !!

Policies for printed listings in the Annual BC Innkeepers Brochure

Members are required to complete, in full, their brochure listing page on their profile page of the website annually, and to make any and all applicable

It is that time once again....

Fellow members, it is time once again to be thinking about your listing for the next Guild brochure, which will cover the period leading up to and through to the spring of 2012.

Your amazing brochure committee
Sue Willis (A View to Remember B&B in Kelowna)
Jim Straker (Willow Beach B&B in Kelowna)
Donna Perry (Kelowna Apple Tree B&B in Kelowna) &
Rhonda Henry, associate member.

changes.

For each B&B member listing the following will apply

B&B Name - The name of the B&B shall be listed as the name of the B&B as registered with the Guild for the current membership year.

B&B Address The address will be the physical address of the B&B, written in full, without any abbreviated terms such as Dr, St, Cres. Pl, etc., unless there is a space issue due to the number of characters in an address.

Phone number The telephone numbers listed shall be the main telephone number to the B&B and the toll free number if applicable. There will be no alternate numbers, second numbers, fax, or cell numbers. All telephone numbers will be displayed as 111-111-1111

Innkeeper's Name The standard listing for innkeepers shall read Host(s) - Innkeepers can choose as to how they want their individual names listed - first name only or both given and surname. Multiple Innkeepers may be listed.

Website & Email Address The website listed for the B&B must be its actual website not a secondary B&B site URL, such as hbcanada.com/0000. The



Brochure Committee awaiting hatching of 2011- 2012 Brochure

Over the next several months you will be hearing from them cajoling you to thoroughly proof your listing. In the meantime, please read the following material carefully as it does explain your role in the process. Should you have any questions at any time, please e mail the brochure committee.

This year the Board approved a set of policies for the Brochure - please read them and make sure that your listing is compliant. It includes how your listing info will be displayed, criteria for your

picture and your description, along with a list of approved abbreviations.

Information for your printed listing is taken from your BC Innkeepers online information, so please log in and make sure that your brochure listing has been updated and completed. Please also make sure that your B&B information is correct from how you wish your B&B name to be displayed to your house and phone numbers being correct. Please know that the MAIN picture on your web listing is the photo that we will download for the brochure. Please make sure it is the photo you want to use in the brochure.

Your brochure listing with your information is your responsibility. You have paid for your listing, so please take the time to make sure that it is up to date and correct. Last year only 12% of the members had their listings totally correct and required no corrections. This meant a lot of work for the committee.

Sue Willis - Chair of the committee asks that if you have any questions at all about your listing, photo or the proofing process, please feel free to [contact](#) them - they are here to help you....and they are truly amazing.

Approved Abbreviations for YOUR Brochure Listing.

email address cannot be referring to a secondary B&B site.

Description The description shall be 125 characters including all necessary punctuation, spaces, & closing punctuation. Shall follow accepted Canadian usage for correct spelling & grammar. If the description contains any abbreviations - approved & standardized abbreviations will only be accepted. Text message style description is not acceptable i.e. htd salt wtr pl-bbq -HT on lge dck. A word only description is not acceptable i.e. /word/word/word.

Description must be a true and factual representation of the property. Proof is required to back up any claims or statements about being the best B&B or the # 1 B&B. Any claim or quotes from any travel guides or website about such status must be in quotations, followed by the source as to who made that statement about the property. If the description is to contain a slogan /tagline/statement that is to be capitalized it must be in quotation marks - i.e. our B&B is "A Romantic Escape."

Photo The B&B brochure listing photos are down loaded from the Guild website-this photo is the main photo shown on each member's web listing- The photo must be an true and actual photo of any aspect of the listing B&B. The photo

As you compose your listing for the 2011- 2012 Guild Brochure. Please refer to this list of approved abbreviations.

- B&B -bed and breakfast
- B'fast -breakfast
- TV -television
- HDTV - high definition tv
- A/C - air conditioning
- F/P - fireplaces
- Bdrm - bedroom
- DBL - double
- XL - extra large
- Lge - large
- K - king
- Q - queen
- T - twin
- w/ - with
- mins. - minutes
- Mtn - mountain
- ac - acre
- BBQ - barbecue
- Hwy - highway
- & - and
- 1, 2 ,3 etc all numbers written in numerical form
- ¼ - one quarter
- ½ - one half



submitted will not be accepted if it contains an overlay of words, B&B name, or logos. A collage of photos, a creation of any photo, or artwork, drawing, painting or logo is not acceptable. The photo is to be horizontal in size, referring to its shape, no vertically shaped photos, and maintain original proportions, if cropped, so that all pictures in the brochure will be consistent for size & shape. The photo must be an original digital photo file - minimum 700 KBS (preferably much larger) to meet specifications for print advertising. If the downloaded picture file does not meet the minimum size, it will be rejected and the member will have to submit a suitable photo file.

Proofing - The brochure is composed each year from website data that every B&B innkeeper uploads to their brochure listing section. After composing the new brochure, B&B listings are sent out to each B&B member for approval. The first proof is to make any adjustments and corrections. The second proof will be to review any additional errors or omissions only. Each innkeeper is responsible for the approval of their listing & is responsible for informing the committee of any corrections or adjustments needed. If no answer is received by the committee by the end of the approval process, the committee members are

Sell a New Ad, make a commission

The 2010-11 brochure will be displayed at all the Tourism BC Centres, Vancouver Airport, BC Ferries, Tourism Alberta and all Canadian Consulates. We also run reciprocal advertisements in the Washington and Montana B&B Guild's brochure. As well, advertisers and member B&B's display the brochure in their businesses.



Last year we printed 70,000 copies and there are just a few thousand left at this time.

Please note if you sold space last year to any advertisers, the committee has created an easier renewal for current advertisers, and they have already been contacted and most have renewed.

PLEASE - think about selling some new advertising this year. Just think of the number of times you have recommended a restaurant, gift shop, art gallery or attraction to your guests. (It is helpful if you have kept a running total of each recommendation) and approach them about advertising in our Brochure. Our Advertising Rates are more than reasonable for print advertising. Please download and view the Cover Letter, Rate Sheet and Advertising Contract.

We are in need of advertisers for Vancouver, North BC, Kootenay/Rockies and Vancouver Island. The brochure relies on advertisers. Please think of taking some time to sell an ad

If you have any questions about ads or selling an ad please contact [Jim Straker](#)

Here are the commissions you receive if you sell a **New** ad:
\$25 for 1/8, 1/4 and 1/3 page ads
\$50 for 1/2 page ads
\$75 for full page ads

entitled to proof the listing in question to the best of their knowledge and available information.

Editing The final proof of the brochure will be edited for clarity and all grammar and spelling by an independent person(s) that has the knowledge & expertise of editing - All listings are subject to the final say of the brochure committee regarding any clarity, grammar, spelling & abbreviations.



These are the Forms you will need to Sell an Ad & make a Commission!

2011 - 2012 Brochure Advertising Forms

Sincerely,

British Columbia B&B Innkeepers Guild

December 9th , 2010

