

SASKATOON'S PREMIER TOURISM MAGAZINE

HOT TIMES

SUMMER IN THE CITY

**Deadline to
submit editorial:
Monday, March 10,
2014**

2014 EDITION EDITORIAL ORDER FORM

Saskatoon's peak tourism season will soon be here! With our summer sunshine comes celebration, in the form of high energy special events, festivals and outdoor activities.

It's a non-stop summer party and we're inviting the entire province to join in the fun through the pages of HOT TIMES: SUMMER IN THE CITY, Tourism Saskatoon's annual magazine-style publication, created and distributed by The StarPhoenix.

Since 1994, the annual Tourism Saskatoon publication has received an enthusiastic response from both readers and advertisers. In 2014, we will continue to build on the success of the colourful tourism publication with your participation.

HOT TIMES will be distributed on Saturday, May 10, to over 170,000 households in Saskatchewan, Alberta and Manitoba. This proven media vehicle is an effective way to reach the provincial market with information about your special summer event or activity.

Tourism Saskatoon invites events and attractions to supply a 150-word write-up for publication, in HOT TIMES, describing your attraction or event. If your event or attraction takes out a display ad of any size in the publication, your 150-word feature will run at no additional cost.

Editorial space in this feature is being offered on a first-come, first-serve basis. In anticipation of your reply, we have reserved space for you until noon, Monday, March 10, 2014. If your reply has not been received (by fax, email, or in person) by that deadline, we will offer your space to another event or attraction.

Those events or attractions which do not respond to this participation request form will not be included in the editorial content of HOT TIMES.

To be a part of HOT TIMES, please return the following information to us on or before the deadline of noon, Monday, March 10, 2014.

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Please indicate your choices:

_____ **YES!** Our event or attraction wishes to be part of the editorial content of the Tourism Saskatoon HOT TIMES SUMMER IN THE CITY 2014 publication.

_____ We are participating in the publication with a display ad and have supplied a 150-word write-up which we receive with the purchase of our ad.

_____ **YES!** We will provide 1 or 2 photos illustrating our event or attraction, to accompany our editorial material, to be published at the discretion of the editor.

_____ No. we do not wish to participate.



The following is our 150-word editorial write-up: _____

Your Name _____

Organization _____

Address _____

Phone Number _____ Fax _____

Please return this completed form by fax, mail or courier by the deadline of
MONDAY, MARCH 10 AT NOON:

**Hot Times 2014
The StarPhoenix - Creative Department
204 5th Avenue North
Saskatoon SK S7K 2P1**

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The StarPhoenix