

# IT STARTS AT THE BEACH

*...and ends where you want*

## 2017 Activities / Visitors Guide Advertising Kit

Promoting the Greater Grand Bend Area communities of Arkona, Bayfield, Dashwood, Exeter, Forest, Grand Bend, Hensall, Ipperwash, Kettle Point, Northville, Parkhill, Port Franks, St. Joseph, Thedford, Zurich and more..

**NEW FOR  
2017**

New larger format guide  
Pull / fold-out map  
More ad size choice

Free QR codes

Online FlipBook version

30,000 Ontario-wide distribution

Displayed at Ontario Travel Centres &  
Along Highway 21 Sarnia to Goderich

**STAY   PLAY   DINE   SHOP   EVENTS**

Book online: [www.grandbendchamber.ca/visitorsguide](http://www.grandbendchamber.ca/visitorsguide)





# ACTIVITIES GUIDE 2017

## ADVERTISING KIT

The official Greater Grand Bend Area Activities / Visitors Guide is the most comprehensive source for residents and visitors planning where to stay, play, eat or meet. We are the "looked for" guide!

Put your advertising dollars to work and make sure area residents and visitors don't miss your business. Our year-to-year advertising renewal rate is in excess of 90%. Find out how valuable our guide is for your business.

This is an annual publication with a one-year shelf life and 2017 marks our 20th edition!

**Issue:** Early Spring 2017 (**Publication Date mid-Feb.**)

**Distribution:** 30,000

### Points of Distribution

- 68 official Ontario Tourist Information Centres
- 240 locations along the Highway 21 area corridor
- London Airport / Huron Country Playhouse / Stratford Festival / Blyth Festival
- Hundreds of guides picked-up at our year-round Welcome Centre (in Grand Bend)
- 100+ fulfillment packets mailed out to interested travellers

### Featured Partners

- Hotels
- Restaurants
- Attractions
- Retailers
- Visitor Services

### Bonuses

- Open to ALL LOCAL BUSINESSES
- Your location mapped on a street or local level map and listed in the advertisers' index with your phone number
- Your ad in the online FlipBook version hyperlinked to your website or facebook page

**Save 10%**  
when you  
book & pay by  
**Sept. 16!**

## ADVERTISING RATES

### Premium Positions

*(Chamber/BIA Members only. Sorry no discounts on these premium positions.)*

Back Cover	\$1,200
Inside Front Cover	\$ 900
Inside Back Cover	\$ 900

### Display Ads

	Chamber/BIA Members	Non-Members
Full Page	\$750	\$900
Half Page	\$525	\$615
Quarter Page	\$325	\$390
Sixth Page	\$225	\$290
Twelfth Page	\$150	\$190

### Discounts

- Early Bird - 10%
- Multiple Ad - 20% (2nd & succeeding ads)
- Not-for-Profit Organization - 20%

### Advertising Deadlines

- **EARLY BIRD** Book & Pay: September 16, 2016
- Last Booking Day: December 2, 2016
- Artwork Due: December 2, 2016

### Invoice Date

Invoice sent upon receipt of signed contract / email. Full payment due within 30 days of invoice date.

**Book online:** [www.grandbendchamber.ca/visitorsguide](http://www.grandbendchamber.ca/visitorsguide)

# ADVERTISING OPTIONS

## FULL PAGE

*Regular Full Page Ad (no bleed):*

7.25-in wide x 9.687-in tall

*Inside Front & Inside Back Cover (bleed):*

8.125-in x 10.875-in tall

*Back Cover (bleed):*

8.125-in x 10.875-in tall

**Half Page Ad - Vertical:**

3.5-in wide x 9.687-in tall

*Quarter Page Ad - horizontal:* 7.25-in wide x 2.25-in tall

**Quarter Page Ad - Vertical:**

3.5-in wide x 4.75-in tall

*Twelfth Page Ad:* 3.5-in wide x 1.5-in tall

*Sixth Page Ad:* 3.5-in wide x 3.125-in tall

*Half Page Ad - horizontal:* 7.25-in wide x 4.5-in tall

# AD SPECIFICATIONS & REQUIREMENTS

## How To Send Us Your Ad

Email to [info@grandbendtourism.com](mailto:info@grandbendtourism.com) or via Dropbox.

## Use These Programs for Ad Creation

Adobe Creative Suite CS3 or newer or a high resolution print-ready PDF or JPG created in an appropriate graphics software such as Photoshop or Illustrator

## DO NOT USE THESE PROGRAMS TO CREATE YOUR AD / *We will not accept*

### *files created in:*

- Publisher
- Microsoft Word or Excel
- Pagemaker
- Adobe InDesign CS2
- Or any Windows document

## Art Files

- Use 300 dpi for colour and grayscale images
- Use 1200 dpi resolution for lineart images
- Convert colours to CMYK
- No rich black text
- Rich black fills 100% black/40% cyan
- PDF files accepted as long as they are high resolution
- When creating PDFs, the compression setting should have no boxes selected and in the advanced section, select distill with prologue.ps/epilogue.ps. Use device independent for colour conversion
- Art should be "at size" for the ad or larger. When small files are enlarged, they degrade!
- Do not use art obtained from a website - it is not high enough resolution / quality.

## Fonts

- Postscript Level 1 or 2
- Convert True Type Fonts to outlines or paths

# WEB BADGE ADVERTISING OPTION

## Website Badge Advertising

Consumer-focused - GrandBendTourism.com - has almost 2-million pageviews annually, making it the go-to website for residents and tourists seeking information on where to stay, play, dine, shop and obtain services.

Boost your presence with a specially priced web badge campaign offered at up to **20% off** of the regular pricing when you book a print guide ad.

## Sample Web Badge



## Web Badge Size & Specs

- Size: 250 pixels x 250 pixels
- Banner advertising is sold in 3, 6, 9 and 12-month periods with a minimum 3-month buy.
- Acceptable file formats: gif, jpg, jpeg, png, swf
- Acceptable file sizes for large web badge: 25kb for standard graphic file; 35kb for Flash/swf

## Pricing

	Member \$	Non-Member \$
3-month	\$45 - 10%	\$50 - 10%
6-month	\$84 - 10%	\$94 - 10%
9-month	\$117 - 15%	\$130 - 10%
12-month	\$144 - 20%	\$164 - 10%

**Note:** Advertising on GrandBendTourism.com normally restricted to members only. This is a special opportunity extended to all guide advertisers!



# AD CONTRACT ORDER SHEET

## Contact Judy or Barry Johnson today!

To reserve your advertising, please complete the Contract below and provide to Judy or Barry Johnson or email to [info@grandbendtourism.com](mailto:info@grandbendtourism.com).

## Payment Options

- Cheque** - payable to  
"Grand Bend & Area Chamber of Commerce"
- Credit Card** - via PayPal's secure website, to to:  
[www.grandbendchamber.ca/payment](http://www.grandbendchamber.ca/payment)

**Judy Johnson:** [windrosejudy@gmail.com](mailto:windrosejudy@gmail.com)

**Barry Johnson:** [windrosebarry@gmail.com](mailto:windrosebarry@gmail.com)

**Or Call:** 519-852-5009 / 519-235-4115

Selected Ad	Chamber/BIA Price	Non-Member Price	Price
Back Cover**	\$1,200	Not available	
Inside Front Cover**	\$900	Not available	
Inside Back Cover**	\$900	Not available	
Full Page	\$750	\$900	
Half Page Horizontal	\$525	\$615	
Half Page Vertical	\$525	\$615	
Quarter Page Horizontal	\$325	\$390	
Quarter Page Vertical	\$325	\$390	
Sixth Page	\$225	\$290	
Twelfth Page	\$150	\$190	
Banner Ad	Chamber/BIA Price	Non-Member Price	Price
3-months	\$45 – 10%	\$50 – 10%	
6-months	\$84 – 10%	\$94 – 10%	
9-months	\$117 – 15%	\$130 – 10%	
12-months	\$144 – 20%	\$164 – 10%	
Discounts			
Early Bird Discount – 10% - Book & Pay by September 16, 2016			
Multiple Ad Discount – 20% off 2 <sup>ND</sup> & succeeding ads			
Not-for-Profit Discount – 20%			
		Sub-Total	
		HST (13%)	
		Total	

**\*\* Premium positions reserved for Chamber Members. Sorry no discounts.**

Business Name

Contact Name

Contact Phone

Contact Email

Address

Town

Postal Code

Signature

Date

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