



Tourism Marketing Opportunities

2012-2013 Season

- Tourism Experience Guide
- Campers' Coupon Book
- Tourism Maps:
 - Lower Grand River Adventure & Fishing Guide

"We were very pleased with the response from the Coupon Book and would definitely be interested in participating with this promotion next year."

Dunnville Golf & Country Club

Don't miss your chance to be part of the **NEW** tourism products in Haldimand County. **Tourism Experience Guides** will be the new printed tourism business directory for tourists in the county looking for information.

The **Tourism Maps** will be distributed as experiences to targeted groups and information centres outside of the County to market Haldimand County as a valued destination.

Coupon Books will be delivered to campgrounds and targeted towards the HUGE camping market already existing in Haldimand County.

Tourism Advertising Space Options

Haldimand County Experience Guide

Rates

Business Card	3.5"w X2"h	\$ 200.00
Half Page	3.5"w X 4.25"h	\$ 275.00
Full Page	3.5"w X 8.75"h	\$ 500.00
Inside Front Cover	3.75"w X 9"h	\$ 725.00
Inside Back Cover	3.75"w X 9"h	\$ 725.00
Back Cover	3.75"w X 9"h	\$ 825.00

Specialty Map - All ads 2-7/8" square

Rates

Lower Grand River Outdoor Adventure & Fishing Guide	\$ 420.00
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Coupon Booklet for Campgrounds

Rates

Coupon Ad 4.5"w X 3.25"h	\$50.00 *
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* or free with purchase of Specialty Map ad, or Experience Guide Half Page ad or bigger

Fire Requirements:

All ads must be supplied digitally in one of the follow formats:

- TIF or EPS
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Hi-Res PDF

Please ask about other file types

Book Your Space Now! Deadline for advertising is February 17, 2012.

Tel: 1-800-863-9607 Fax: 905-772-3542

Email: advertising@haldimandcounty.on.ca

www.HaldimandCounty.on.ca

All Ads are in FULL COLOUR!

Full Page 3.5" X 8.75"
\$500.00

Business Card
3.5" X 2"
\$200.00

Half Page
3.5" X 4.25"
\$275.00

Inside Front/Back &
Back Cover 3.75" X 9"

Inside Front & Back Covers \$725.00
Back Cover \$825.00

Specialty Map
4.7/8" X 4 7/8"
\$420.00

Coupon Book
4.5" X 3.25"
\$50.00*



Haldimand County Tourism Marketing & Advertising Contract 2012

Please complete and return form by fax at 905-772-3542 or by email at advertising@haldimandcounty.on.ca

Name of Business, Attraction or Event: _____

Contact Name(s): _____

Mailing Address: _____ Town: _____ Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Halidmand County Experience Guide

Rates

<input type="checkbox"/>	Business Card	3.5"w X 2"h	\$ 200.00	
<input type="checkbox"/>	Half Page	3.5"w X 4.25"h	\$ 275.00	
<input type="checkbox"/>	Full Page	3.5"w X 8.75"h	\$ 500.00	
<input type="checkbox"/>	Inside Front Cover	3.75"w X 9"h	\$ 725.00	
<input type="checkbox"/>	Inside Back Cover	3.75"w X 9"h	\$ 725.00	
<input type="checkbox"/>	Back Cover	3.75"w X 9"h	\$ 825.00	

Specialty Map - All ads 2-7/8" square

Rates

<input type="checkbox"/>	Lower Grand River Outdoor Adventure & Fishing Guide	\$ 420.00	
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Coupon Booklet for Campgrounds

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Ad Set-up

<input type="checkbox"/>	Please use 2011 ad design		
<input type="checkbox"/>	I require Ad Set-up Service (please attach or email logos or other ad elements to tourism@haldimandcounty.on.ca)	\$ 50.00	

Sub-Total =	
Discount Allowed = (for coupon booklet)	
Add HST = (X13%) or HST Exemption #	
TOTAL DUE =	

Authorization

I authorize the purchase of advertising for the above noted options, and agree with the terms and conditions of this offer.

Name:
Signature
Date:

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