

Tourism Burlington Key Marketing Tools 2012 - checklist



#	✓ Marketing Tool	Marketing Format/Location	Dimensions	Rate +HST	Deadline Booking Date	Material Deadline Date
1.a	Visitor Guide- ADV	VG Back Cover* (1 year)	5.5"w x 8.5"h plus bleed	\$1947 SOLD	1-Dec-11	18-Jan-12
1.b	Visitor Guide- ADV	VG Inside Cover* (1 year)	5.5"w x 8.5"h plus bleed	\$1947 SOLD	1-Dec-11	18-Jan-12
1.c	Visitor Guide- ADV	VG Inside Back Cover* (1 year)	4.625"w x 7.875"h	\$1685 SOLD	1-Dec-11	18-Jan-12
1.d	Visitor Guide- ADV Plus FREE web Ad! A GREAT DEAL!	VG * Full Page (1 year) (*Book a Full Page Ad and get a FREE Website & ENEWS ad for 2 months! - \$200 value)	4.625"w x 7.875"h	\$1,612	1-Dec-11	18-Jan-12
1.e	Visitor Guide- ADV	VG Half Page (1 year)	4.625"w x 3.8125"h	\$889	1-Dec-11	18-Jan-12
1.f	Visitor Guide- ADV	VG Quarter Page (1 year)	2.25"w x 3.8125"h	\$499	1-Dec-11	18-Jan-12
1.g	Visitor Guide- ADV	VG Eighth Page (1 year)	2.25"w x 1.75"h	\$254	1-Dec-11	18-Jan-12
1.h	Visitor Guide & Website LISTING: (Package A)	40-word listing (in VG & Website) (1 year) YOUR BEST BUY!	NA (40 word Max)	\$199 (2006 pricing)	1-Dec-11	18-Jan-12
2.a	Website - LISTING	100-word LISTING (on website Only) (1 year)	NA (100 word max)	\$99	Anytime	
2.b	Website - ADV	Website Advertisement - Monthly rate and availability (Max 3 ads/page)	Portrait; 120wx180h pixels	\$59/mth	Call for info.	Call for info.
3.a	ENEWS - ADV	ENEWS Advertisement - Monthly rate and availability (Max 4ads/page)	Portrait; 100w x150h pixels	\$79/issue (5 issues/yr)	Call for info.	Call for info.
3.b	VISITOR ENEWS - ADV	VISITOR ENEWS Advertisement - Issue Rate or Annual rate and availability (Max 4ads/page)	Portrait; 100w x150h pixels	\$39/month (includes 2 issues/mth)	Call for info.	Call for info.
3.c	Website & ENEWS/V-ENEWS ADV (Package B)	Website & ENEWS/Visitor ENEWS Advertisement - Monthly rate and availability (Max 3 ads/page)	Portrait; 100w x150h pixels	\$75/month (includes 2 issues/mth)	Call for info.	Call for info.
4.a	Virtual Tour (website) & Link	3 Panoramics, 5 still shots and logo - with link to website (1 year)	N/A	\$399	Call for info.	Call for info.
5.a	Tear Map - ADV	TM Front Ad space (1 year)	3"w x 2"h	\$556.50	Sep-12	Oct-12
5.b	Tear Map - ADV	TM Back Ad space (1 year)	2"w x 3"h	\$453.20	Sep-12	Oct-12

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6.a	Event Sponsorship	Please discuss with Tourism Burlington Team	N/A	Depends on event/level	Call for info.	Call for info.
7	Lobby Business Card Display	Please discuss with Tourism Burlington Team	N/A	N/A	Call for info.	Call for info.
8	Coupon Book	Coupon Offering - print & on-line	Coupon Discount Offering Text required	Coupon Discount Offering	1-Mar-12	1-Apr-12

To reserve advertising space, or for any other inquiries contact: Tourism Burlington

Phone: 905-634-5594 Fx: 905-634-7220 info@tourismburlington.com or marketing@tourismburlington.com

40 Word Listing for VISITOR GUIDE & WEBSITE

Updated Listing

Hours of Operations (for Attractions only):

** Please Note: Your listing will include all of the above. Your 40 Word Listing should not include directions or admission fees*



Tourism Burlington Key Marketing Tools 2012 Agreement & Confirmation

- All Advertisers must be Partners of Tourism Burlington – It is so simple & FREE! – Ask us how.
- Last year's advertisers are given first rights of refusal for ad space, when booked by deadline date.
- Prices are for camera-ready artwork and include process colour and separation. Additional Fees will be charged for artwork changes.
- Provide artwork on disk or via e-mail in the following format: Press-ready PDF - fonts must be converted to outlines.
- Ad design work is available on a fee for service. Contact Dave Whale at dave@whalesongs.ca
- Final artwork sent to Dave Whale at Whalesongs by Deadline Date at dave@whalesongs.ca
- Non-Profit Rate honoured = (-10% + HST)
- An addition fee of (+10% + HST) will be charged to advertisers residing outside the Burlington City limits

NOTE: Tourism Burlington reserves the right to decline a request to include, and to delete or remove, a partner's advertising at it's absolute discretion.

Your Contact Information:

Please print clearly

Business/Organization Name:

Street Address:

City/Prov.:

PC:

Phone:

Fax:

Email:

Contact Name:

Non-Profit

Yes

Website:

Your agreement to confirm booking advertising initiatives above:

Signature

Date:

Total Due