



Tourism Burlington

2023 Advertising Opportunities



About Tourism Burlington

Tourism Burlington manages and markets its destination year-round. We promote day-trip, weekend get-away, and multi-day travel to our beautiful shores along Lake Ontario and the beautiful Niagara Escarpment. Perfectly positioned between Niagara Falls and Toronto, Burlington offers an urban vibe, surrounded by the tranquil beauty of parks and gardens. We proudly promote tourism businesses in a number of different ways throughout the year. This includes welcoming residents and visitors at our large Visitor Information Centre located steps away from the waterfront, hosting influencers to promote wonderful travel itineraries, producing and distributing our Visitor Guide & Tear Map, our tourism Website, digital displays, and social media marketing. Finally, we also boast great festivals and events, including our own Taste of Burlington.

Our popular Burlington Visitor Guide is your direct connection to visitors, residents, and attendees to events throughout Burlington. With 50,000 copies distributed through our partners, Visitor Information Centre, Ontario Travel Information Centres from Ottawa, Niagara, Sault St. Marie and in between, as well as direct mailing through the Globe and Mail.

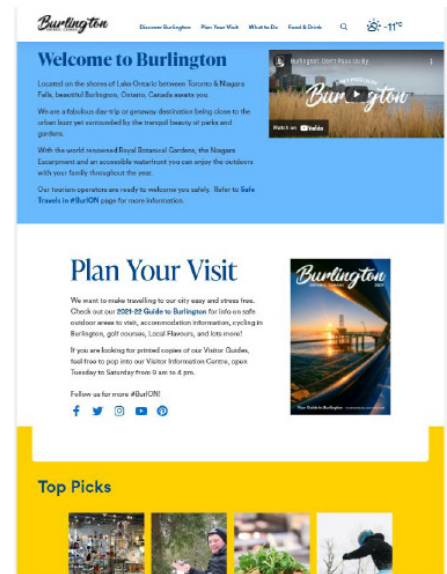
The digital guide is interactive allowing for video, linked ads and seasonal changes. The digital guide is great for visitors on the go. With the click - the QR code directs users direct to the guide and linkable ads direct to your site.

There are a number of additional opportunities, for all business sizes.

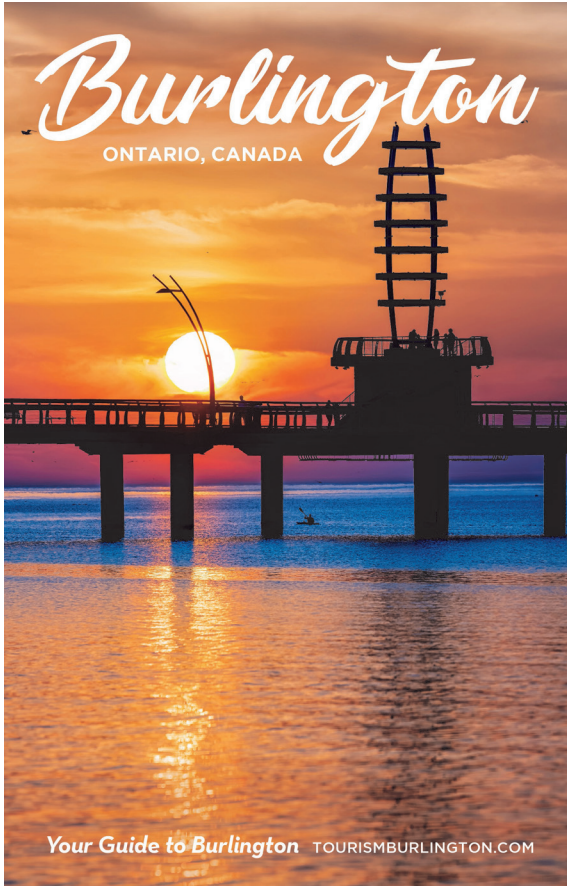
PREMIUM WEB LISTINGS

Advertisers receive a FREE 750-character premium listing on our consumer website. This includes a logo, feature image, and three additional images. The placement also includes a geo-targeted map with address, email, phone number, and website link. A tourism business must attract visitation to the area.

Businesses who do not advertise with us, but wish to have a web listing only and are located in Burlington and the surrounding area can promote their business through a Paid Web Listing. The annual fee is \$250 per calendar year for a 750-character listing on our trade/or partners page. This will be pro-rated if a business signs up mid-calendar year.



Burlington Visitor Guide Digital and Print



ADVERTISING RATES:

**Price subject to change; subject to HST*

AD SIZE	COST
Full Page	\$1,612.00
1/2 Page	\$899.00
1/4 Page	\$499.00
Add video to Digital Ad	+ \$100.00

PREMIUM POSITIONS:

AD SIZE	COST
Back Cover	\$1,947.00
Map Side (Front or Back)	\$1,947.00
Inside Back Cover	\$1,685.00
Inside Front Cover	\$1,947.00

**please note current advertisers have right of first refusal*

FULL PAGE &
INSIDE COVER
(FRONT/BACK)

LIVE AREA/NON-BLEED
5.375" X 8.5"

BLEED(0.125"):
6.0" X 9.25"

TRIM:
5.75" X 9.0"

The Burlington Visitor Guide features curated content to promote our attractions, accommodations, dining, shopping, and special events.

This beautiful, full-colour edition is available in print and as an interactive digital guide. It is distributed throughout Ontario at more than 185 Travel Information Centres as well as special events, delegations, and our own Visitor Information Centre.

HALF PAGE

4.875" X 4.0"
NO BLEED

1/4 PAGE

2.375" X 4.0"
NO BLEED

PREMIUM PACKAGES

Save Big on our Premium Partnership Packages.

Bundle
and save

GOLD

Full-page ad in the Visitor Guide, an ad on the Tear Map, and featured ads on the Display Monitors for the year + social media feature + premium web listing.

\$2,499.00

save \$463

SILVER

Half-page ad in the Visitor Guide, an ad on the Tear Map, and featured ads on the Display Monitors for the year + social media feature + premium web listing.

\$1,999.00

save \$250

BRONZE

Quarter-page in the Visitor Guide, an ad on the Tear Map, and featured ads on the Display Monitors for 6 months + social media feature + premium web listing.

\$1,299.00

save \$250

OTHER ADVERTISING OPPORTUNITIES

Display Monitors Tourism Burlington Visitor Centre features two digital displays, an LCD seen from the street and a large screen at the visitor counter. Advertisers will receive CPC reporting upon request. Min. 3 month commitment.
Spec: 1920 px X 1080 px

\$50.00/month

Social Media Contest Customized contest on your choice of social media channel (Tourism Burlington or Taste of Burlington). Contest post (typically on Instagram) plus 2 Instagram stories promoting the contest and tagging your business. Contest criteria can be discussed, but typically involves encouraging follows to your account to enter. Prize donation of \$50+ to be provided.

\$200.00

Social Media Feature Each month we feature a different theme on our Tourism Burlington social channels (ex: Women-owned businesses, Romantic Date spots, etc). Request a list of our themes and see where your business fits. Social media post on Tourism Burlington channels (Twitter, FB & Instagram) with photo you provide and direct link to your website.

\$200.00

Burlington Tear Map is a very popular resource for visitors and residents. This full colour, double sided map includes separate maps of the city, downtown, surrounding area and identifies key attractions, accommodations and services.

\$560.00



Tourism Burlington Advertising Opportunities Form - 2023/24

Business/Organization Name: _____

Contact: _____ Email: _____

Billing Address: _____

City: _____ Postal Code: _____

Phone: _____ Signature: _____

Item	Price (excluding HST)	✓
*Visitor Guide - Inside Front Cover	\$1,947.00	
*Visitor Guide - Back Cover	\$1,947.00	
*Visitor Guide - Inside Back Cover	\$1,685.00	
*Visitor Guide - 1/2 Page Vertical (map)	\$1,250.00	
Visitor Guide - Full Page	\$1,612.00	
Visitor Guide - Half Page	\$899.00	
Visitor Guide - 1/4 Page	\$499.00	
Digital Guide - Add Video	+\$100.00	
Gold Package - \$463 savings	\$2,499.00	
Silver Package - \$250 in savings	\$1,999.00	
Bronze Package - \$250 in savings	\$1,299.00	
Display Monitors - 3 month minimum	\$50.00/mnth	
Social Media Contest	\$200.00	
Burlington Tear Map	\$560.00	
Lobby Visitor Display (2' x 3' Poster Supplied by Partner)	Free	

*current advertisers have first right of refusal on premium ads

SPECIFICATIONS AND CONDITIONS

Digital & Print Ads:

- All Digital colour ads should be at 300 dpi.
- The following digital files types are accepted:
 - o EPS or AI files
 - o JPG, PNG, TIFF, or PSD
- Vector artwork should be saved in an .EPS with fonts and images embedded, or all fonts and images supplied
- Send completed ads to kristene.smith@burlington.ca by deadline date uploading to we-transfer

Display Ads:

- Files size must be 1920px X 1080px for display screens
- All Digital colour ads should be at 300 dpi.
- The following digital files types are accepted:
 - o EPS or AI files
 - o JPG, PNG, TIFF, or PSD

Note: Ad prices are for camera-ready artwork and include process colour and separation. If Tourism Burlington has to make artwork changes, an additional fee will be charged. If required, ad design work is available on a fee for service. We will have our designer get in touch with you and they will bill you directly for the ad design.



For more information on these partner advertising opportunities, contact Kristene Smith:

kristene.smith@burlington.ca

Burlington
ONTARIO, CANADA