

2012 Travel Guide ADVERTISING OPPORTUNITIES


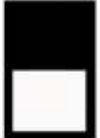



Perth County
VISITORS' ASSOCIATION

The Perth County Visitors' Guide is distributed through the Perth County Visitors' Association, Stratford Tourism Alliance, Municipalities, PCVA Members, Local Festivals and Events, Ontario Travel Centres, Regional Distribution at Information Centres and Chambers of Commerce, Canada Travel Leisure Shows, Hotels/Motels and B & Bs, Toronto Area, London/St. Thomas Area and rest areas along Highways 401 and 400.

Book your space
before October 31
for a 10% discount!

Perth County Welcome Centre
and Artisan Marketplace
2146 Line 34 (Hwy 7&8) NOB 2P0
Toll Free 1-888-366-0160
Tel: 519-603-3723
e-mail: info@visitperth.ca

Purchase any size display ad and your basic listing **AND** your membership is **FREE!**

				
FULL PAGE 5.25" x 10" (no bleed) \$3,520	1/2 PAGE 5.25" x 4.875" \$1,870	1/4 PAGE Vertical 2.5" x 4.875" \$990	1/4 PAGE Horizontal 5.25" x 2.312" \$990	1/8 PAGE 2.5" x 2.312" \$523

INSIDE FRONT COVER & INSIDE BACK COVER - \$4,125
Full page with bleed: 5.5" x 10.625" page trim size. Allow 0.25" type safety area. Add 0.125" for bleed.

OUTSIDE BACK COVER - \$5,280
Full page with bleed: 5.5" x 10.625" page trim size. Allow 0.25" type safety area. Add 0.125" for bleed.

PHOTO HIGHLIGHT LISTING - \$248
Basic listing PLUS a photo or logo highlight

SPECIAL RATES FOR NON-PROFIT ORGANIZATIONS

Non-Profit Membership - \$75
Non-Profit Display Advertisements - Save 25% off regular rates

PCVA accepts the following high-resolution file formats: Adobe PDF, Adobe Illustrator, Adobe Photoshop, EPS, JPG, and TIF. Text must be converted to curves/outlines. All files must be received in CMYK colour at a minimum of 300 dpi at 100% print size. Art may be supplied via email (under 5 MB to info@visitperth.ca) or on CD/DVD. Please label with client name and ad size ie. [PorkShopp_1/4page.pdf](#) Our design team can provide design and copy services. Please call us for an estimate on design and production.

Booking, payment and membership material deadline, November 30, 2010. Ad artwork deadline January 15, 2011.

- 1. Advertising Material Subject to Publisher's Approval** The subject matter, form, size, illustration and typography of the advertising are subject to approval of Perth County Visitors' Association. Advertisements will only be accepted after you have met all advertising acceptance policies.
- 2. Terms of Payment** Payment is due a deadline date. A late payment charge of 2% per month will be applied to any out-standing balance.
- 3. Correctness of Bills** Any bill is considered correct and constitutes an agreed account, unless you object to the bill, in writing, within 15 days of the invoice date.
- 4. General Provisions** In the event of the sale or transfer of ownership of your establishment, you agree to notify the Perth County Visitors' Association, in writing, within 10 days of the sale or transfer.
- 5. Deadlines** You agree to submit advertising copy and display art by the artwork/copy deadline. If it is not received by the deadline, we reserve the right to cancel this contract.
- 6. Display Advertising Position** We do not guarantee that the advertisement will appear on the same or facing page as the listing. We will do our best to accommodate the wishes of the individual advertisers.
- 7. Display Advertising Specifications** In the event that the display advertising material you submit does not conform to technical specifications, we will determine if it is necessary to prepare and inset copy or type within a display ad, and you shall pay the reasonable value thereof.
- 8. Cancellation of Advertising** You cannot cancel your advertisement after the artwork/copy deadline.
- 9. Errors or Omissions** Omissions of advertising from any edit, or an error in typesetting or printing by us, does not constitute a breach of this contract, but may entitle you to a pro-rated discount. However, it is your responsibility to proofread advertisements when they are made available, and by failing to do so, you waive your right to remuneration.

2012 Membership Opportunities

See your business blossom in 2011 with membership in the Perth County Visitor's Association.

Our world-class Travel Guide, user-friendly web site, innovative Welcome Centre and marketing partnerships combine to give you the best advertising value all year long!

www.visitperth.ca

What is PCVA?

The Perth County Visitors' Association (PCVA) is a non-profit organization whose goal is to enhance Perth County's image, pride and prosperity by promoting and sharing our unique cultural experience. We provide tourist information on accommodations, businesses, attractions, restaurants and events throughout the county. The hub of PCVA is the Perth County Welcome Centre and Artisan Marketplace in Shakespeare. The centre is not only a place for tourists and residents to discover what Perth County has to offer and local artisans to showcase their merchandise, it is also a place for our members to display their business and event information.



What we do.

Perth County Welcome Centre and Artisan Marketplace with over 40,000 visitors since opening in 2009

Perth County Tour and Travel Guide

www.visitperth.ca

www.timeout.travel

Huron-Perth Buy Local, Buy Fresh map

Shakespeare to Shoreline self-guided driving tours

Perth Arts Connect

Huron-Perth Forbidden Rice Motorcycle Weekend

"Ride the Counties" Huron-Perth Motorcycle Routes

Savour Stratford Perth County Culinary Festival

Ontario Motor Coach Association

Artisan Weekends at the Welcome Centre

Amish community tours

Business associations located in Perth County

Trade Shows

Various community events and festivals

Hiking and biking trail systems

Culinary tourism

Familiarization tours

Joint partnership ventures

www.visitperth.ca



The annual 52-page PCVA Travel Guide features editorial content, maps, event calendar, basic and photo listings - approximately 200,000 people read the guide in 2011.



With numbers upwards of 100 unique visitors a day, our web site is the perfect showcase for our members.

What membership will do for you.

PCVA MEMBERS SAVE \$1000S ON MARKETING COSTS BECAUSE WE PROMOTE THEIR BUSINESS ALL YEAR LONG!

- Your business listing in Perth County Tour and Travel Guide
- Your own microsite on the PCVA website including a free hotlink to your homepage, a map locator and 2 additional free photos or map
- Private password so members can make updates to their microsite
- Exclusive members-only web listings
- Listing appears in several different locations throughout the PCVA website
- Space for distributing brochures in the Welcome Centre
- Concierge referral service at the Welcome Centre
- Listing placed on our Motorcycle Map
- Advertise special packages and rates on PCVA website
- Participation in online, radio and print marketing with the new Region 4 Tourism initiative (www.timeout.travel)
- Vote at the PCVA Annual General Meeting
- Networking opportunities
- New service and marketing initiatives at a reduced cost
- Designation on locator website map
- Opportunity for participation at trade and consumer shows
- Stamp stop for the Forbidden Ride Motorcycle event
- Familiarization Tour with Motor Coach Operator
- Promote events on PCVA website and Travel Guide events calendar

All of this for under \$200!