



2022 TRAVEL GUIDE ADVERTISING

Together We can Show Travellers why 'There's Nothing like Northeastern Ontario'

We know that getting your business front and centre is more important than ever. As our region bounces back from effects of the global pandemic, Northeastern Ontario Tourism has some exciting plans for 2022 to get your businesses seen in markets that matter.

Our 2022 Travel Guide is currently in production, and will reach over 20,000 homes and travel centres. With detailed travel information for anglers and hunters, outdoors enthusiasts, road trippers and trail lovers, and culture and heritage mavens, it's how we put our best foot forward.

And with your listing, visitors will be able to plan their perfect vacation in the North. Complete with professional photography, engaging articles, and well organized listings, it's a perfect way to get your business, association or municipality seen in all our target markets.

DISTRIBUTION

20,000 Travel Guides are printed annually and distributed:

- 13,000 to regional and provincial visitor information centres;
- At three major consumer shows and other carefully selected shows;
- By direct mail to travellers and at participating business locations;
- Available as a downloadable PDF from our website: www.northeasternontario.com.

For more information, please contact:

Trevor Beard
 Executive Director
 (C) 705-303-3676
 Toll-Free 1-888-465-0990
trevor@neont.ca

PAGE
7.25" w x 9.75" h

1/2 PAGE VERTICAL
3.5" w x 9.75" h

7.25" w x 4.75" h
1/2 PAGE HORIZONTAL

3.5" w x 4.75" h
1/4 PAGE VERTICAL
7.25" w x 2.25" h
1/4 PAGE HORIZONTAL

1/8 PAGE
3.5" w x 2.25" h

VALUE OF YOUR 2021/2022 PARTNERSHIP

- Exclusive business listing in annual Travel Guide distributed in regional, provincial, and U.S. markets;
- Partner profile on NeONT's website;
- Receive industry e-newsletters and updates;
- Opportunities to host Media Familiarization (FAM) Tours;
- *Advertising opportunities at reduced rates;
- *Access to industry-related workshops, seminars, and training;
- Representation by NeONT at travel shows;
- *Online packaging opportunity with social media campaign;
- Visitor awareness through NeONT's targeted marketing campaigns;
- Access to regional and provincial tourism statistics and data;
- Opportunities to be featured in stories & blogs on **northeasternontario.com**, social media & **northernontario.travel**.

* Fees may apply



Business Name: _____

Contact: _____ Phone: _____ Email: _____

Address: _____

City: _____ Prov: _____ PC: _____

Check if billing is same as above

Billing Address: _____

City: _____ Prov: _____ PC: _____

LISTING AND ADVERTISING RATES

(*Please note we only have 3 cover ads available - inside front, inside back, and back cover, first come, first served).

✓	AD SIZE	PARTNER RATE		NON-PARTNER RATE	
	Cover (*3)		\$3,000		\$3,450
	1 Page		\$2,650		\$3,000
	1/2 Page <input type="checkbox"/> H <input type="checkbox"/> V		\$1,550		\$1,800
	1/4 Page <input type="checkbox"/> H <input type="checkbox"/> V		\$800		\$950
	1/8 Page		\$425		\$500
		HST (13%)		HST (13%)	
		TOTAL		TOTAL	

ARTWORK: Artwork must be **CAMERA READY** received no later than **October 15, 2021**.

Distribution begins January 2022 and distributed over the entire year.

Camera Ready artwork can be uploaded to northeasternontario.com/advertise-your-business/ad-upload/

Design Services: Advertisement design is available as a service to our advertisers for \$100.00 CAD for any graphic services, including one set of revisions. An additional design fee of \$25.00 CAD per each revision after.

Advertisers are responsible for providing logos, photos, and written content. All files must be submitted electronically in PDF, JPG, or EPS formats. **(CMYK, 300 DPI, Adobe PDF Preset: High Quality Print, Compatibility Acrobat 7)**

Signature: _____ Date: _____