

10TH ANNIVERSARY EDITION

Les Saisons Niagara

GUIDE TOURISTIQUE 2012-2013



Niagara's Official French-language Tourism Guide for the Québec Market



IN PARTNERSHIP WITH VENTURE NIAGARA COMMUNITY FUTURES DEVELOPMENT CORPORATION AND CENTRE D'EMPLOI ET DE RESSOURCES FRANCOPHONES



Venture Niagara
Entreprise Niagara
Community Futures Development Corporation
Société d'aide au développement des collectivités



CERF-Niagara

Tourisme Franco-Niagara consistently delivers quality tourism information that the Québec traveller wants and needs.

Take part in our 10th Anniversary Special Edition.

ONLINE BOOKING

www.bonjourniagara.com/advertisers/index.htm

BOOKING INFORMATION

SUSAN MORIN: 905-680-8085

e-mail: info@bonjourniagara.com

DISTRIBUTION PROFILE

The content of this 44-page booklet (40% content, 60% advertising) continues to be based on travel trends such as culinary, wine and itineraries of all kinds. Tourisme Franco-Niagara is in the unique position of publishing unilingual French tourism guides including *Les Saisons Niagara* and www.bonjourniagara.com and marketing them to the Québec market.

Tourisme Franco-Niagara is committed to the production and targeted distribution of **35,000** copies of *Les Saisons Niagara Magazine*.

20,000 PUBLISAC (delivery to Montréal consumers)

5,000 ONTARIO TRAVEL INFORMATION CENTRES

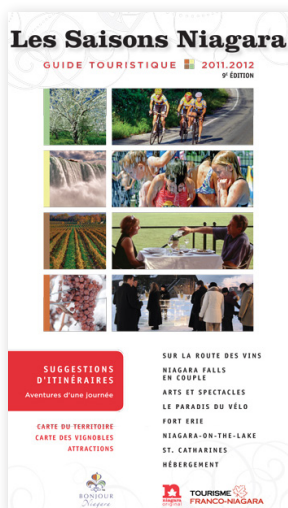
3,000 NIAGARA TOURIST CENTRES

3,000 C A A QUÉBEC

2,000 ADVERTISING PARTNERS

1,000 NORTH ONTARIO FRANCOPHONE DISTRIBUTION

1,000 INQUIRIES



1/4 V

W: 2.6667 in.
H: 4.75 in.

\$650

1/6

W: 2.6667 in.
H: 3.125 in.

\$525

1/2

W: 5.5 in.
H: 4.75 in.

\$1125

W: 5.5 in.
H: 2.375 in.

\$650

1/4 H

CLOSING DATE

Advertising Space Reservation:
December 15, 2011

Submission of print-ready files:
January 13, 2012

Publication Date: **March 2012**

ADVERTISEMENT RATES

AD SIZE	DIMENSIONS	RATE
Back Cover	W: 6 in. H: 10.875 trim	\$2690
Inside Cover: Front	W: 6 in. H: 10.875 trim	\$2380
Inside Cover: Back	W: 6 in. H: 10.875 trim	\$2380
Inside/inside: (right hand)	W: 5.5 in. H: 9.875 in.	\$2380
Full page	W: 5.5 in. H: 9.875 in.	\$2050
1/2 page	W: 5.5 in. H: 4.75 in.	\$1125
1/4 page vertical	W: 2.6667 in. H: 4.75	\$650
1/4 page horizontal	W: 5.5 in. H: 2.375 in.	\$650
1/6 page	W: 2.6667 in. H: 3.125 in.	\$525

Rates are based on supplied full colour digital artwork, sized and formatted to specifications. Production charges apply for files not supplied to specifications or requiring editing. No coop ads permitted. French translation & creative services available. For prices and information, contact JLM Studio: 905-937-7977.

PRINT FILE SPECIFICATIONS AND UPLOAD INSTRUCTIONS

Acceptable media:

e-mail file to saisons@jlmstudio.com or request Dropbox shared folder link.

For more information, call Julie Johanis at 905.937.7977.

PDF format: PDF/X1-A or PDF files, press-optimized in CMYK with fonts embedded. Ads must be exact size. Attention Quark users: supply TIFF rather than PDF.

Acceptable Applications: Adobe Illustrator CS4 or lower, Adobe Photoshop CS4 or lower or Adobe In Design CS4 on MAC platform. Provide support files (fonts, logos, illustrations and photos).

Colour mode: All files must be CMYK, no RGB or spot colours.

Photo Elements: PSD, TIFF or EPS photos placed actual size
Minimum resolution: 300 dpi (no compression).

ONLINE BOOKING

www.bonjourniagara.com/advertisers/index.htm

Click here to complete the form on-line

or print this page and fax to Venture Niagara: 905-680-7253

Advertising Contract

Tourisme Franco-Niagara
20 Pine Street N.
Thorold, Ontario L2V 0A1



Les Saisons Niagara

GUIDE TOURISTIQUE  2012-2013

Contract Information

Name of Business _____

Street Address _____

City _____ Postal Code _____

Contact person _____ Title _____

Telephone _____ Ext. _____ Fax _____

Web Address _____ Email _____

Marketing Options

Use same ad as last year.

Covers

- BACK COVER..... \$2,690.00 \$ _____
- INSIDE COVER: FRONT \$2,380.00 \$ _____
- INSIDE COVER: BACK \$2,380.00 \$ _____

Inside Pages

- INSIDE/INSIDE (right-hand) \$2,380.00 \$ _____
- FULL PAGE..... \$2,050.00 \$ _____
- HALF PAGE \$1125.00 \$ _____
- QUARTER PAGE VERTICAL \$650.00 \$ _____
- QUARTER PAGE HORIZONTAL..... \$650.00 \$ _____
- SIXTH PAGE..... \$525.00 \$ _____
- 13% HST \$ _____
- TOTAL \$ _____

_____ date

_____ Authorized Signature

Please sign and return payment. By signing this document I agree to contract pricing noted above.

Note: 2012 contracts will not be accepted until all 2011 invoices have been paid.

Payment may be made by cheque payable to Tourisme Franco-Niagara.

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Invoicing will be forwarded upon completion of printing, estimated date: March 2012. Rates are subject to HST. It is understood and agreed that if artwork is not to specifications, production charges will apply. If translation requires editing, corrections will be charged to advertisers.