

# Advertising Rate Card - Les Saisons 2009-2010



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

A Tourisme Franco-Niagara project in partnership with Venture Niagara and Club 2000 Niagara Inc.

FRENCH SPEAKING VISITORS TO THE NIAGARA REGION WOULD LOVE TO KNOW ABOUT YOUR PRODUCTS AND SERVICES IN THEIR OWN LANGUAGE. **N'EST-CE PAS ?**

### DISTRIBUTION PROFILE

#### Editorial Content

The content of this 48-page booklet (50% content, 50% advertising) is distinct in its approach and focuses on such areas of interest as:

**WINE AND CULINARY | OUTDOORS | ATTRACTIONS  
ACCOMMODATIONS | AGRITOURISM | ENTERTAINMENT**

#### Distribution

Tourisme Franco Niagara is committed to the production and targeted distribution of 35,000 copies of *Les Saisons*. Over **7,000** copies are distributed at consumer travel shows to be attended in 2009.

- Québec Vacation Leisure Shows
- Ottawa Vacation and Ottawa Food & Wine Shows
- Montréal Salon du Vélo Expodium

- 6,000 EASTERN ONTARIO TRAVEL CENTRES**
- 2,000 NIAGARA TOURIST CENTRES**
- 2,500 INQUIRIES**
- 6,000 C A A QUÉBEC / C A A NEW BRUNSWICK**
- 1,500 NORTH ONTARIO FRANCOPHONE DISTRIBUTION**
- 5,000 ADVERTISING PARTNERS**
- 10,000 PUBLISAC (MONTRÉAL DOOR DISTRIBUTION)**

### French Translation & Creative Services Available

Contact JLM Studio: 905.937.7977



### BOOKING INFORMATION

**BETSY FOSTER: 905-984-3626**  
e-mail: [bfoster@tourismniagara.com](mailto:bfoster@tourismniagara.com)

**SUSAN MORIN: 905-680-8085**  
e-mail: [info@bonjourniagara.com](mailto:info@bonjourniagara.com)

#### Closing Date

Advertising Space Reservation:  
October 27, 2008

Submission of print-ready files:  
November 14, 2008

**Publication Date : February 2009**

### ADVERTISEMENT RATES

<b>1/4 V</b> W: 2.6667 in. H: 4.75 in. <b>\$555</b>	<b>1/6</b> W: 2.6667 in. H: 3.125 in. <b>\$450</b>
<b>1/2</b> W: 5.5 in. H: 4.75 in. <b>\$975</b>	<b>1/4 H</b> W: 5.5 in. H: 2.375 in. <b>\$555</b>

AD SIZE	DIMENSIONS	RATE
Back Cover	-	<b>SOLD</b>
Inside Cover: Front	W: 6 in. H: 10.875 trim	<b>\$2130</b>
Inside Cover: Back	W: 6 in. H: 10.875 trim	<b>\$2130</b>
Full page	W: 5.5 in. H: 9.875 in.	<b>\$1815</b>
1/2 page	W: 5.5 in. H: 4.75 in.	<b>\$975</b>
1/4 page vertical	W: 2.6667 in. H: 4.75	<b>\$555</b>
1/4 page horizontal	W: 5.5 in. H: 2.375 in.	<b>\$555</b>
1/6 page	W: 2.6667 in. H: 3.125 in.	<b>\$450</b>

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.

### ELECTRONIC ARTWORK SPECIFICATIONS

**Preferred media:** client ftp upload - Confirm upload by e-mail: [saisons@jlmstudio.com](mailto:saisons@jlmstudio.com)

To: <ftp://ftp.jlmstudio.com>

user: saisons

pass: 1incoming

**Acceptable media:** e-mail or CD/DVD to JLM Studio  
Call Julie Johanis at 905.937.7977 for details

**PDF format:** PDF/X1-A or PDF files, press-optimized in CMYK with fonts embedded. Ads must be exact size.

**Acceptable Applications:** Adobe Illustrator CS or lower, Adobe Photoshop CS or lower or Adobe In Design CS 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).



Book on-line: [www.bonjourniagara.com/advertisers/](http://www.bonjourniagara.com/advertisers/)

# Advertising Contract



P.O. Box 1042 Thorold, Ontario L2V 4T7  
Tel. 905.984.3626 Fax. 905.688.5907  
Email. [bfoster@tourismniagara.com](mailto:bfoster@tourismniagara.com)



Click here to complete the form on-line - or print this page and fax to Tourism Niagara 905.688.5907

## Contract Information

Name of Business \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

Postal Code \_\_\_\_\_

Contact person \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_

Ext. \_\_\_\_\_

Fax \_\_\_\_\_

Web Address \_\_\_\_\_

Email \_\_\_\_\_

## Marketing Options

### COVERS

<input checked="" type="checkbox"/> BACK COVER	-	SOLD
<input type="checkbox"/> INSIDE COVER: FRONT .....	\$2,130.00	\$ _____
<input type="checkbox"/> INSIDE COVERS: BACK .....	\$2,130.00	\$ _____

### Inside Pages

<input type="checkbox"/> FULL PAGE .....	\$1,815.00	\$ _____
<input type="checkbox"/> HALF PAGE.....	\$975.00	\$ _____
<input type="checkbox"/> QUARTER PAGE VERTICAL .....	\$555.00	\$ _____
<input type="checkbox"/> QUARTER PAGE HORIZONTAL .....	\$555.00	\$ _____
<input type="checkbox"/> SIXTH PAGE .....	\$450.00	\$ _____

5% GST \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_ date \_\_\_\_\_

Please sign and return payment.

By signing this document I agree to contract pricing noted above.

*Note: 2009 contracts will not be accepted until all 2008 invoices have been paid.*

Payment may be made by cheque, VISA, Mastercard or Debit. Make cheques payable to Niagara Economic Development Corporation: P.O. Box 1042 Thorold, Ontario L2V 4T7Tel. 905.984.3626 Fax. 905.688.5907

Space Reservation due October 27, 2008 and artwork is due November 14, 2008. Invoicing will be forwarded upon completion of printing, estimated date: February 2009. Rates are subject to GST. 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.