

Advertising Rate Card - Les Saisons 2010-2011



Niagara's Official French-language Tourism Guide for the Québec Market
 A Tourisme Franco-Niagara project in partnership with Venture Niagara, Club 2000 Niagara Inc. and Tourism Niagara



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

The content of this 40-page booklet (40% content, 60% advertising) is distinct in its approach and focuses on such areas of interest as:

ATTRACTIONS | WINE COUNTRY | CYCLING

Tourisme Franco-Niagara is committed to the production and targeted distribution of **40,000** copies of *Les Saisons*.

- **Doubling** its door-to-door distribution in and around Montréal via Publisac flyers
- **4,000+** to TFN-attended consumer travel shows

- 20,000 PUBLISAC
- 5,000 EASTERN ONTARIO TRAVEL CENTRES
- 3,000 NIAGARA TOURIST CENTRES
- 1,000 INQUIRIES
- 3,000 C A A QUÉBEC
- 1,000 NORTH ONTARIO FRANCOPHONE DISTRIBUTION
- 3,000 ADVERTISING PARTNERS
- 4,000 LEISURE \ CYCLING SHOWS: QUÉBEC AND ONTARIO

CLOSING DATE

Advertising Space Reservation: October 27, 2009
 Submission of print-ready files: November 16, 2009
Publication Date : February 2010



1/4 V W: 2.6667 in. H: 4.75 in. \$585	1/6 W: 2.6667 in. H: 3.125 in. \$475
1/2 W: 5.5 in. H: 4.75 in. \$1025	1/4 H W: 5.5 in. H: 2.375 in. \$585

BOOKING INFORMATION

BETSY FOSTER: 905-984-3626
 e-mail: bfoster@tourismniagara.com

SUSAN MORIN: 905-680-8085
 e-mail: info@bonjourniagara.com

ADVERTISEMENT RATES

AD SIZE	DIMENSIONS	RATE
Back Cover	-	SOLD
Inside Cover: Front	W: 6 in. H: 10.875 trim	SOLD
Inside Cover: Back	W: 6 in. H: 10.875 trim	SOLD
Inside/inside: (right hand)	W: 5.5 in. H: 9.875 in.	SOLD
Full page	W: 5.5 in. H: 9.875 in.	\$1890
1/2 page	W: 5.5 in. H: 4.75 in.	\$1025
1/4 page vertical	W: 2.6667 in. H: 4.75	\$585
1/4 page horizontal	W: 5.5 in. H: 2.375 in.	\$585
1/6 page	W: 2.6667 in. H: 3.125 in.	\$475

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

ELECTRONIC ARTWORK SPECIFICATIONS

Preferred media: client ftp upload - Confirm upload by e-mail: saisons@jlmstudio.com

To: <ftp://ftp.jlmstudio.com>
 user: saisons
 pass: 1incoming

Acceptable media: e-mail or CD/DVD to JLM Studio
 Call Julie Johannis 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. 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).



Book on-line: www.bonjourniagara.com/advertisers/

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

Advertising Contract

P.O. Box 1042 Thorold, Ontario L2V 4T7
Tel. 905.984.3626 Fax. 905.688.5907
Email. bfoster@tourismniagara.com



Contract Information

Name of Business _____

Street Address _____

City _____

Postal Code _____

Contact person _____

Title _____

Telephone _____

Ext. _____

Fax _____

Web Address _____

Email _____

Marketing Options

Covers

<input type="checkbox"/> BACK COVER.....	\$2,490.00	SOLD
<input type="checkbox"/> INSIDE COVER: FRONT	\$2,235.00	SOLD
<input type="checkbox"/> INSIDE COVER: BACK.....	\$2,235.00	SOLD

Inside Pages

<input type="checkbox"/> INSIDE/INSIDE (right-hand)	\$2,235.00	SOLD
<input type="checkbox"/> FULL PAGE.....	\$1,890.00	\$ _____
<input type="checkbox"/> HALF PAGE.....	\$1025.00	\$ _____
<input type="checkbox"/> QUARTER PAGE VERTICAL	\$585.00	\$ _____
<input type="checkbox"/> QUARTER PAGE HORIZONTAL.....	\$585.00	\$ _____
<input type="checkbox"/> SIXTH PAGE.....	\$475.00	\$ _____
	5% GST	\$ _____
	TOTAL	\$ _____

date

Authorized Signature

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

Note: 2010 contracts will not be accepted until all 2009 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 4T7, Tel. 905.984.3626, Fax. 905.688.5907

Space Reservation due October 27, 2009 and artwork is due November 16, 2009. Invoicing will be forwarded upon completion of printing, estimated date: February 2010. 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.