






## Marketing Opportunities 2015



Photo Courtesy of Justaclick Photography

Tourism Burlington is the official destination marketing organization for Burlington

-  /TourismBurlington
-  @BurlingtonTour
-  TourismBurlington
-  TourismBurlington
-  /BurlingtonTour
-  /company/tourism-burlington

## What Tourism Burlington does to market destination

Tourism Burlington works with our partners to increase tourism revenues by building awareness of Burlington as a destination to visitors and residents and increasing visitor length of stay and spend while in Burlington.

We operate a year-round visitor centre located at 414 Locust Street which is open daily 9am -4pm and has extended summer hours. We greet over 20,000 visitors a year between our visitor centre, infomobile (at the waterfront - summer) and at festivals & events. We are a trusted source of information for visitors seeking accommodations, attractions, shopping, dining and events while in Burlington.

We maintain a dynamic website which is SEO optimized, we have a highly viewed blog embedded in our site and are active on social media platforms (twitter, facebook, youtube, instagram & pinterest). We are trending to have over 125,000 unique visitors and over 320,000 page views to our website in 2014.

Our visitor guide is the official guide for Burlington and in addition to being available in print it can be viewed online (fully hyperlinked) and as a downloadable PDF. We distribute 50,000 copies annually locally and across Ontario and Quebec through 110 travel centres.

Our tear map is one of our most regularly utilized sources of information for visitors. This easy to carry, one page map is a great way to visually identify locations and get/give directions. We distribute 30,000 copies annually through our visitor centre, attractions, hotels, gas stations and in welcome bags to meeting delegates, group tour operators and sport teams.

Through our relationships with traditional and new media we promote Burlington and facilitate FAM trips and media tours.

As a tourism partner you have the opportunity to leverage your reach through our marketing opportunities. We look forward to working with you.

### Contact Us

Tourism Burlington

414 Locust Street, Burlington, ON, L7S 1T7

[marketing@tourismburlington.com](mailto:marketing@tourismburlington.com) | 905-634-5594 | 877-499-9989



Infomobile at the Waterfront

## TEAR MAP



Book by October 17, 2014

Full colour, double sided maps of the area, downtown and city. Identifies key attractions, accommodations and services. Space is limited.

30,000 copies in 100 page pads distributed annually through:

- Tourism Burlington Visitor Information Centre & at Burlington's Waterfront
- Local events, attractions, recreation facilities, golf courses, shopping malls, libraries, hotels, motels, bed & breakfasts, gas stations and meeting facilities
- Welcome bags - meeting delegates, group tour operators, sport teams

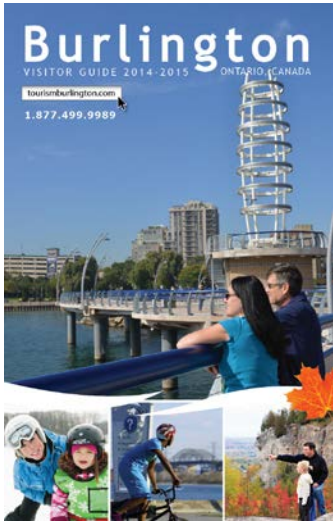
Location	# Ads	Size	Cost + HST
Front Ad space (1 year)	10	3" x 2" horizontal	\$550
Back Ad space (1 year)	12	2" x 3" vertical	\$440

### SPECIAL OFFER

Book your tear map ad & a minimum half-page ad in our visitor guide and receive a **FREE website banner ad** for 3 months - **\$399 value!** Plus you will receive an enhanced Social Media Promotion - Tourism Burlington blog post based on a Tourism Burlington social media visit; images and content posted to our social media channels; content supplied for re-deployment through your social media channels.

As of September 1, 2014 Statistics: Facebook fans: 2,245, Twitter Followers: 7,035, Blog viewership: 5,000+/month, Instagram followers: 157, Pinterest followers: 179, LinkedIn Group & Company Page

**OFFICIAL BURLINGTON VISITOR GUIDE 2015-16**



64 page, full colour gloss, digest size print version plus online version fully hyperlinked and also available for download as a PDF.

50,000 Visitor Guides distributed annually through:

- Tourism Burlington Visitor Information Centre & at Burlington's Waterfront
- Local events, attractions, recreation facilities, golf courses, shopping malls, libraries, hotels, motels, bed & breakfasts and meeting facilities
- 185 Travel Information Centres across Ontario, Quebec, USA, and CAA/AAA centres
- Welcome bags to meeting delegates, group tour operators and sport teams


Our 40 word partner listings in the visitor guide has a new look including photo/logo placement in addition to a premium partner website listing with your 100 word description, logo and up to 3 photos for only **\$299!**

Sample 40 word listing in guide

Sample Premium Partner Website Listing

	<p><b>Joelle's</b> The ultimate shopping experience in Southern Ontario. With a reputation for making premium denim shopping easy, Joelle's has become a one stop shop for all your fashion needs - from casual to career to dressy! Joelle's also offers a well edited selection of shoes, accessories and maternity wear to complete the package. With a great mix of price points, you are not likely to walk away empty handed. MICHAEL, Michael Kors, Desigual, Bailey 44, Ted Baker, Fidelity, Line, Free People and more. 457 Brant St. 905.631.7918 joelles.com See ad page 42</p>
	<p><b>Jeff's Guyshop</b> Jeff's Guyshop offers moderately priced, high quality, well branded, sensible style in a comfortable environment. Premium denim mixes with casual, business and dressier items. You are guaranteed to have an enjoyable shopping experience! Seven for All Mankind, Lacoste, Ben Sherman, Alberto, Matinique, John Varvatos and more. 457 Brant St. 905.631.6833 jeffsguyshop.com See ad page 42</p>
	<p><b>Mapleview Centre</b> Burlington's ultimate fashion destination, Mapleview Centre offers a dynamic mix of the most sought after brands, including Aritzia, BCBGMaxazria, Michael Kors, XXI Forever, Kleih's, Sephora, Victoria's Secret and Zara. Located at Maple Avenue and Fairview Street, the centre has direct access from Highways 403, 407 and the QEW. 900 Maple Ave. 905.681.2900 mapleviewcentre.com info@mapleviewcentre.com See ad page 38</p>
	<p><b>Scrivener's Men's Apparel</b> Scrivener's is truly one of the finest menswear stores in the area! For over 30 years, in Downtown Burlington, Scrivener's has offered the discerning customer luxury men's clothing and sportswear from global brands including Canali, Boss, Sand, Agave, Copley, Allen Edmonds, Robert Graham, Alberto, and more. Scrivener's is committed in offering a sophisticated selection that will meet every social and business requirement. Friendly, knowledgeable service and tailoring onsite. 389 Brant St. 905.634.6955 scriveners.ca info@scriveners.ca See ad page 42</p>
	<p><b>Village Square</b> A unique dining, cultural destination in the heart of downtown Burlington. Steps from the waterfront. Designed in the tradition of a turn-of-the-century town square. We host six unique restaurants with global cuisine making us a true foodies paradise. 422 Pearl St. 905.637.0963 village-square.ca info@village-square.ca</p>

**Tourism Burlington Visitor Centre**




Address:	414 Locust St Burlington L7S 1T7
Phone Number:	905.634.5594
Fax Number:	905.634.7220
Email:	info@tourismburlington.com
Website:	www.tourismburlington.com
Social Media:	facebook twitter

**About**

The Visitor Information Centre is located at 414 Locust St. below the parking garage, just north of Lakeshore Road. It offers extensive travel information about Burlington and Ontario. Tourism Burlington also provides assistance and resource information for meeting and conference planners, sport organizers and group travel. If you would like information about Burlington please contact us.

**Photos**



## VISITOR GUIDE OPPORTUNITIES

Location	Size	Cost + HST
Inside Front Cover/Back Cover*	6.0" w x 9.25" h incl. 0.125" bleed	\$1,947
	5.75" x 9.0 trim size	
	5.375" x 8.5" safe zone for text content	
Inside Back Cover*	6.0" w x 9.25" h incl. 0.125" bleed	\$1,685
	5.75" x 9.0 trim size	
	5.375" x 8.5" safe zone for text content	
Full Page *	4.875" w x 8.375" h no bleed	\$1,612
*Book a full page ad & receive a <b>FREE website banner ad for 3 months - \$399 value!</b>		
Half Page	4.875" w x 4.0" h	\$889
Quarter Page	2.375" w x 4.0" h	\$499
Basic 40-word listing in our visitor guide with logo/photo PLUS a premium website partner listing (additional 60 words of text, logo & 3 photos)  Includes SEO optimization of your online partner listing	Visitor Guide Print Listing - 40 word max.  Website Listing - 100 word max.  3 digital photos - website partner listing  Logo (digital) for print & website partner listing	\$299  <b>GREAT VALUE!</b>

The image displays three promotional advertisements arranged vertically. The top ad is for 'DOORS OPEN BURLINGTON' on September 27, 2014, from 10:00 AM to 4:00 PM, featuring a QR code and the website www.doorsopenburlington.com. The middle ad is for 'Burlington Chocolate Trail', encouraging visitors to explore sweet offerings and providing a QR code and the website burlingtonchocolatetrail.ca. The bottom ad is for 'A TASTE OF BURLINGTON', a Prix Fixe Dining program with a 3-course menu, including a photo of a strawberry dessert and listing dates for Summer Taste (July 20 to August 3, 2014) and Winter Taste (February/March, 2015).

Advertising Page Layout

## DIGITAL ADVERTISING



### TOURISM WEBSITE - tourismburlington.com

- Average over 13,000 unique visits per month
- Average over 30,500 page views per month
- In top 5 search engines for Tourism Burlington
- Fully SEO optimized

Opportunities include banner & feature box ads (see details below)



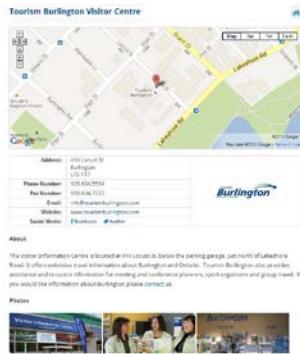
#### Earth Art returns to RBG

Royal Botanical Gardens has invited 9 artists to create installations out of only elements from RBG's gardens and natural lands....

[Read more](#)

Feature Box ads: displayed on one of our main pages (see & do, events, dine, shop or stay) and are hyperlinked to your URL.

Fully SEO optimized and trackable (CTR)



### Premium Website Partner Listing

100 word listing on your partner listing, including logo & up to 3 photos.

Book these digital opportunities anytime!

Location	Details	Size	Cost + HST
Website Banner (Rotating)	Hyperlinked Banner Ad on homepage	728 x 90 pixels	\$399/3 months
Website Feature Box	Hyperlinked feature box ad on internal landing page	320 x 100 pixels plus 20 words of text.	\$299/3 months
Premium Website Partner Listing	100 word listing, logo & 3 photos	Logo - 200 x 180 pixels 3 digital photos	\$150.00/year

## Advertising Specifications/Details

- All advertisers must be Tourism Burlington partners (partnership is free to all Burlington tourism businesses)
- Ad Prices are for camera-ready artwork and include process colour and separation. If Tourism Burlington has to make artwork changes, an additional fee will be charged. If required, ad design work is available on a fee for service. Dave Whale of Whalesongs will contact you directly to create ad and you will be billed with your advertising by Tourism Burlington.

Tear Map Ad Design: \$40.00

Visitor Guide Ad Design:

- Full page ad: \$160.00
- Half page ad: \$80.00
- Quarter page ad: \$40.00
- Print advertising must be provided in Press-Ready PDF format, all fonts as outlines, all colours and images saved as CMYK. Send completed ads to [dave@whalesongs.ca](mailto:dave@whalesongs.ca) by deadline date \*files over 8MB in size may be uploaded to the Whalesongs dropbox: <https://www.hightail.com/u/Whalesongs>
- Digital ads should be in JPG, GIF, PNG, format and no larger than 350KB
- Non-Profit Rate honoured = (-10% + HST)
- An additional fee of (+10% + HST) will be charged to advertisers residing outside of Burlington
- Invoices will be issued once booking forms have been received

NOTE: Tourism Burlington reserves the right to decline a request to include, and to delete or remove, a partner's advertising at it's absolute discretion.



Marketing Opportunities Order Form

Business/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Item	Price (+HST)	✓
Tear Map – Front	\$550.00	
Tear Map – Back	\$440.00	
Tear Map – Ad Design Required	\$	
Visitor Guide – Front Cover	\$1,947.00	
Visitor Guide – Back Cover	\$1,947.00	
Visitor Guide – Full Page Ad <i>*includes FREE website banner ad (3 mths)</i>	\$1,612.00	
Visitor Guide – Half Page Ad	\$889.00	
Visitor Guide – Quarter Page Ad	\$499.00	
Visitor Guide – Ad Design Required	See Pricing Chart on page 6	
Visitor Guide 40 Word Listing + Premium Website Partner Listing	\$299.00	
Website – Rotating Banner Ad (3 mths.)	\$399.00	
Website – Premium Partner Listing (1 yr)	\$150.00	
Website – Rotating Banner Ad (3 mths) & enhance social social media promotion	<i>FREE w/ tear map ad &amp; minimum ½ page visitor guide ad</i>	
Lobby – 2'x3' Poster Display Promote your business with a poster in the lobby of 414 Locust St. You supply the printed 2' x 3' poster	<i>FREE w/ purchase</i>	
Lobby – Business Card Display Display your Business card, in our business card display unit. (1per business)	<i>FREE w/ purchase</i>	

Other advertising opportunities available including e-news advertising, co-operative advertising (ie: Festivals & Events), sponsorships and virtual tour. Ask us for details 905-634-5594, [marketing@tourismburlington.com](mailto:marketing@tourismburlington.com) or visit [tourismburlington.com/partners-marketing](http://tourismburlington.com/partners-marketing).