

Explore Everything to “Love” about Prince Edward Island!



Central Coastal Region

Different Season ~ New Approach

2020 Online Tour Map Advertising Opportunity

In response to the COVID-19 crisis, the Central Coastal Tourism Partnership tour map is **will be available online for download** and as insider's guide for things to see and do, places to stay and eat in central PEI. It will be circulated through the following channels:

- CCTP website and available until Spring 2021
- CCTP social media targeting Island and Maritime audiences when appropriate
- Central Coastal PEI consumer e-newsletters
- To all PEI Visitor Information Centres
- To all CCTP Members and Operators in the Central Coastal Region
- Through the Island-Wide Experience Specialist Program for operators, front-line workers and the public
- To all industry partners for their distribution including: Tourism PEI, Meetings & Conventions PEI, fellow Regional Tourism Associations, TIAPEI, Parks Canada and others

See following pages for more information.

***Only 12 advertising spaces are available.
Advertising space is very limited, so book soon and don't be disappointed!
This will be a first come first serve basis.***

2020 Online Website Advertisements

We are offering advertising space on both our English and French websites. It is a cost-effective way to reach a targeted audience. Operators can use the site as an advertising medium and place promotional messages for one year on the centralcoastalpei.com or circuitcotierducentre.c sites using rotating web ads.

2020 Online Website Priority Listing

Want your listing highlighted and at the top of our website category page? Then purchase a cost-effective priority listing! They are available for one year on the centralcoastalpei.com or circuitcotierducentre.ca sites.

Space is limited, so book early and don't be disappointed!

Contact Donna MacKinnon at donna@technomediapei.com or call 902.368.3043 for more information. All map ads, online web ads and/or priority listings will be confirmed with a signed advertising contract and payment. ***If payment is not received by June 25, 2020, your ad placement is not guaranteed.***

Booking deadline: June 18, 2020

Guaranteed placement payment deadline: June 25, 2020

Materials deadline: June 25, 2020

Contact Donna at donna@technomediapei.com or 902.368.3043

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2020 Specifications

TOUR MAP: All advertisements are to be supplied electronically as print quality PDF or Adobe Illustrator. All fonts must be converted to paths or curves. Advertisers will be contacted for missing files or ads supplied in the wrong format. It is the advertisers responsibility to ensure that all information supplied is accurate. All production and graphics costs are the responsibility of the advertiser. Central Coastal Tourism Partnership Inc. (CCTP) is not responsible for the colour of ads printed within acceptable printer standards. Please email all ads to donna@technomediapei.com.

TechnoMedia and the CCTP are not liable for advertising not placed because ads or revised ads were received after provided deadlines. **See attached document for a visual reference of the layout.**

Booking deadline: June 18, 2020

Guaranteed placement payment deadline: June 25, 2020

Materials deadline: June 25, 2020

Tour Map Rates & Specs:

Map (3.4” wide x 2.5” high)

Member

\$275.00

Non-Member

\$350.00

Online Ad Rates & Specs:

Web Ad: (340px w x 300px h)

Home Page

Category Page

Home & Category Page

Rotating ads in the right hand column for one year starting April 1, 2020

\$350.00

\$325.00

\$600.00

Savings of 12%

- English ad must be purchased to receive placement on the French website
- Add \$100 to appear on both English and French website
- **Non-Members** ~ see contract page
- Advertiser will be invoiced at booking and payment is expected to confirm booking.
- Prices do not include HST

Home Page Web Ads:



Online Priority Listing Rates:

Priority Listing:

(Under Things to Do, Stay, Dine, Anne)

Highlight your name at the top of category page for one year starting July 1, 2020

English

\$175.00

French

\$100.00

Eng & Fre

\$230.00

Savings of 17%

- English priority listing must be purchased to receive a priority listing on the French website
- **Non-Members** ~ please add 20% to rates quoted
- Advertiser will be invoiced at booking and payment is expected to confirm booking.
- Prices do not include HST

Priority Listings / Category Page Ads:





Central Coastal Region

2020 Central Coastal Tourism Partnership Inc. Advertising Contract

Advertiser: _____

Address: _____

Contact: _____

Phone: _____ Email: _____

Order Date: _____ Signature: _____

ONLINE MAP:

	Member:	Non-Member:	
<input type="checkbox"/> Map Ad (12 spaces)	\$275.00	\$350.00	_____

**2019 advertisers have the first-right-of-refusal for ad space.*

ONLINE ADS:

	Member:	Non-Member:	
<input type="checkbox"/> Home Page	\$350.00	\$450.00	_____
<input type="checkbox"/> Category Page	\$325.00	\$425.00	_____
<input type="checkbox"/> Dual Ad	\$600.00	\$775.00	_____
<input type="checkbox"/> French additional to above	\$100.00	\$120.00	_____

PRIORITY LISTING:

	Member:	Non-Member:	
<input type="checkbox"/> English site, 1-year starting July 1, 2020	\$175.00	\$225.00	_____
<input type="checkbox"/> French site, 1-year starting July 1, 2020 <i>(additional to English site rates)</i>	\$100.00	\$120.00	_____
<input type="checkbox"/> English & French site	\$230.00	\$310.00	_____

Subtotal	\$	_____
HST (15%)	\$	_____
Total	\$	_____

- Payment by cheque to Central Coastal Tourism Partnership Inc., Unit 1, 7591 Cawnpore Lane RR#2, Hunter River, PE C0A 1N0
- Payment with credit card, please call Donna at (902) 368-3043
- Payment by e-Transfer to donna@technomediapei.com

- Contract to be emailed to donna@technomediapei.com
- Invoice will be emailed upon receipt of contract
- Payment is required to confirm the booking

This order will be confirmed upon receipt of a signed copy of this Advertising Contract and arrangements made for payment. A signed copy is accepted on the understanding that the advertiser assumes full liability for the advertising space. Cancellations or changes requested after the order deadline cannot be guaranteed. Unless specifically stated, graphic and production costs are not included in the advertising rates and final material is the responsibility of the advertiser. All orders must be accompanied by a signed contract. The acceptance or execution of an order is subject to the approval of the Central Coastal Tourism Partnership and advertising copy subject to the approval of the Publisher. The Publisher reserves the right to refuse any material deemed by the Publisher to be unsuitable. All contracts are accepted on the understanding that the Advertiser assumes full liability for all advertising submitted and printed. Publisher is not liable for delays in delivery and/or non-delivery event of Acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labour or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Publisher, affecting production or delivery in any manner. The liability of the Publisher for any error which it may be held legally responsible will not exceed the cost of the advertising space. The Publisher specifically assumes no responsibility for any error caused as a result of orders or final material received after published deadlines. All rates quoted as net, non-commissionable. Cancellations will not be accepted after June 18, 2020. The Publisher does not guarantee placement.