

IT STARTS AT THE BEACH

Official 2024 Activities Guide Advertising & Rates Kit

CONTACT

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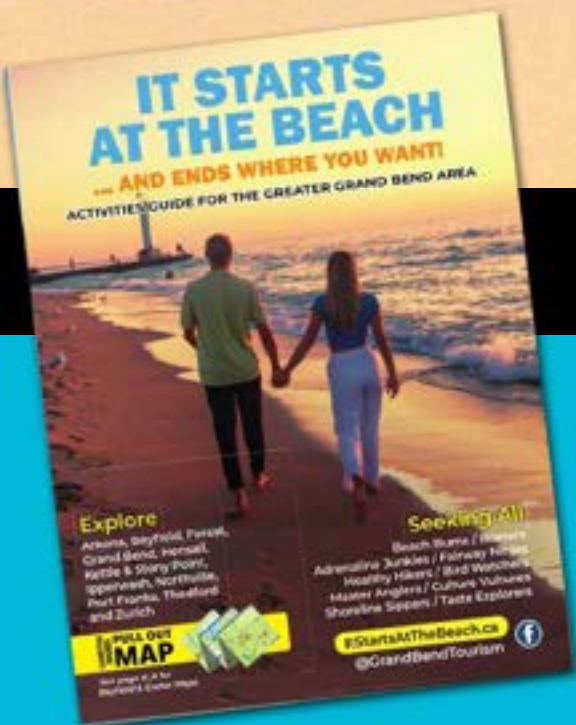
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Serving & Covering

Arkona, Bayfield,
Dashwood, Exeter,
Forest, Grand Bend,
Hensall, Ipperwash,
Kettle Point, Northville,
Parkhill, Port Franks,
St. Joseph, Thedford,
Zurich and More...



**Advertise your business where residents
& visitors look for local things to do!**



53% of travellers still use print publications as an information source when travel planning.



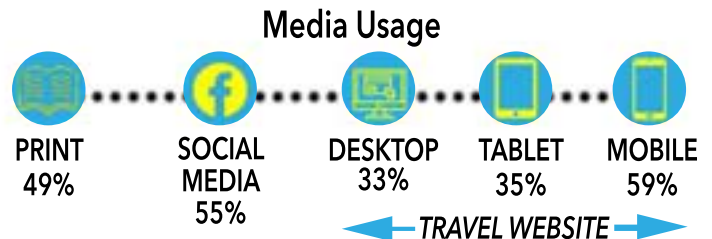
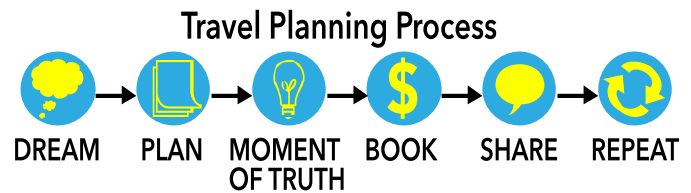
79% of visitors use a visitor guide to make specific planning and booking decisions about activities and attractions on their trip, 54% use the guide to decide where to eat, and 21% use the guide to decide where to stay.

PRINT, WEB & DIGITAL - REINFORCE THE MESSAGE ACROSS CHANNELS

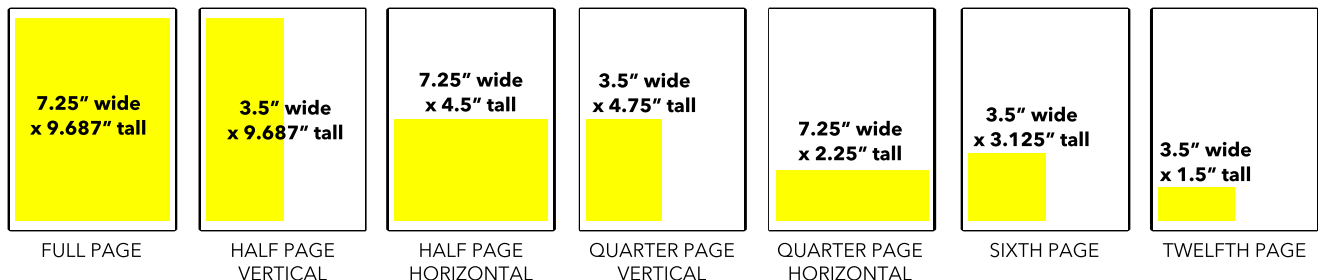
It may seem as if screens control our daily lives, but research shows (MilesPartnership.com) print remains strong and complements digital and omni-channel marketing efforts. Gen Y, Gen X and Baby Boomers use print publications in travel decisions at similar levels. Print ads are the most trusted advertising channel, according to 82% of consumers.

Advertising dollars spent in **It Starts At The Beach** visitor activities guide make it possible to tell our stories, to develop original editorial content of people and place, and use in-situ photography. We get specific and name names!

No generic text. No canned stock photography!



2024 RATES - 10% OFF ALL RATES IF BOOKED AND PAID BY AUGUST 31, 2023



	BACK COVER	INSIDE COVERS	SECTION KICK-OFF PAGE	CENTRE-FOLD PAGE *	FULL PAGE	HALF PAGE	QUARTER PAGE	SIXTH PAGE	TWELFTH PAGE
MEMBER	\$3,500	\$2,500	\$1,800	\$1,800	\$1,500	\$800	\$500	\$350	\$225
NON-MEMBER	N/A	N/A	\$2,000	\$2,000	\$1,700	\$900	\$600	\$400	\$275

*Centre-fold falls in the Taste Explorer section. Ads must be food or beverage related.

ARTWORK TECHNICAL REQUIREMENTS

Artwork: All ads must meet commercial print process specifications (300DPI): PDF (PDFx1/a preferred), PSD, AI, InDesign (packaged), EPS, TIFF, JPG. Convert all colours and images to CMYK (no spot colours or RGB). Convert True Type Fonts to outlines. No Rich Black text. Rich Black fills to be 100% black / 40% cyan. Ad artwork to be "at size" or larger.

Do not use images from a website, they are not high enough resolution. We do not accept files created in Corel Draw, Quark Xpress, Microsoft Office (Word or Publisher).

Advertiser assumes all responsibility for the accuracy of information on all supplied material.

PROFESSIONAL, LOCAL GRAPHIC ARTISTS

Stacey Downing: stacey@sddesign.ca

Ashley Track21: Ashley@track21.ca

NATIVE ADVERTISING \$100 + FULL Page Buy

Native advertising is a display ad that looks and feels like the publication's design and format. This type of advertising connects an ad's creative with the colour scheme, layout and font of the editorial content to provide a natural reading experience. When buying a FULL PAGE AD you own the page, so why not leverage the publication's style for your brand?

1. Send us your editorial text (175 words for body copy) and high-resolution images (300 dpi). Include phone, email, website and social media addresses.
2. Our editor will contact you to discuss the ad's direction. You receive the prepared content to review, with two rounds of revisions.

See examples online at: itstartsatthebeach.ca/advertising

OWN THE TOWN MAP & PULL-OUT MAP ADS



OWN THE TOWN \$125

or

OWN A TRAIL: \$125

Display your logo and website address on the town or trail map of your choice.

Only 8 town map spots and 11 trail spots available.

*minimum half page ad required for the own the town

MAP BACK PANEL AD: \$1,500+

Half page ad for \$1,500* or own the full back cover panel for \$3,000

(*Non-members add \$240).

MAP FRONT PANEL LOGO: \$500*

Your logo prominently placed on the map's front cover! (*Non-members add \$200.)

PULL-OUT MAP HAS A DOUBLE LIFE!

FIRST: Second only to the guide itself, maps are the **most asked for** pieces of information. The annually updated Lambton Shores street map includes an index of hundreds of businesses with phone numbers and mapped locations.

SECOND: In addition to being handed out at the Welcome Centre, **1,000** copies are distributed by **Lambton Shores Nature Trailblazers** at trade and consumer shows and at trail heads.

GET ON ITSTARTSATTHEBEACH.CA

The trusted source for online travel-planning information, including editorial, business listings, maps and events.

BUSINESS LISTING: \$125

Your business name, address, phone, email, website, social media sites, description, photo and map!

WEB ADVERTISING:

	3 Mos.	6 Mos.	9 Mos.	12 Mos.
MEMBER	\$45	\$84	\$117	\$144
NON-MEMBER	\$50	\$94	\$130	\$164

Ads are "Leaderboard" style, 768-pixels wide by 90-pixels in height and can be static or animated.

**MOBILE-FRIENDLY
WEBSITE REACHES
VISITORS
ON ANY DEVICE**



Normally for Members only. Special opportunity for guide advertisers

GET ON THE MAP & PUBLICATION BOARD

BONUS**



The Map & Publication Board, located outside the Tourist Welcome Centre, is a unique opportunity to encourage a visit to your business location. **A member perk open to guide advertisers!**

MAP BOARD DISPLAY AD: \$249 for 12 months

Swap out your ad as many times as you like. **Think seasonal promotions!**

RATES, DATES & DISCOUNTS

ADVERTISING CONTACTS

JUDY JOHNSON

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BARRY JOHNSON

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SUMMARY OF AD COSTS

VISITOR GUIDE AD	Chamber & BIA Price	Non-Member Price
PREMIUM PLACEMENTS - no discounts on premium placements		
Back Cover	\$3,500	Not available
Inside Front Cover	\$2,500	Not available
Inside Back Cover	\$2,500	Not available
Section Kick-Off Page	\$1,800	\$2,000
Centre-Fold Page	\$1,800	\$2,000
REGULAR AD PLACEMENTS - all discounts available		
Full Page	\$1,500	\$1,740
Half Page Horizontal	\$800	\$925
Half Page Vertical	\$800	\$925
Quarter Page Horizontal	\$500	\$625
Quarter Page Vertical	\$500	\$625
Sixth Page	\$350	\$450
Twelfth Page	\$225	\$325
MAP ADS & LOGO SPOTS	Chamber & BIA Price	Non-Member Price
PREMIUM PLACEMENTS - no discounts on premium placements		
Map Ad - FULL Back Panel	\$3,000	Not available
Map Ad - HALF Back Panel	\$1,500	\$1,740
Logo Spot - Front Panel	\$500	\$700
Own The Town Logo Spot (req. min. half-page ad buy)	\$125	\$125
Own the Trail Logo Spot	\$125	\$125
WEB BADGE AD	Chamber & BIA Price	Non-Member Price
3-months	\$45	\$50
6-months	\$84	\$94
9-months	\$117	\$130
12-months	\$144	\$164
BUSINESS LISTING ON IT STARTS AT THE BEACH.CA		
Business name, address, phone, email, website, social media, map, photo for 1-year (req. min. sixth-page ad buy)		\$125
MAP & PUBLICATION BOARD AD		
13-inch wide x 8-inch tall / 12-months / Unlimited Ad Changes		\$249

DISCOUNTS & DEADLINES

SAVE 10%

Early bird discount: Book & Pay by Aug 31.

Invoice must be paid by Aug 31st or discount will be voided and a replacement invoice will be issued.

SAVE 2%

ARTWORK SUBMISSION DISCOUNT:

Use last year's ad or send us your new **ad at time of booking** and receive an additional 2% discount.

SAVE 12%

MULTIPLE AD DISCOUNT:

Save 12% on second and succeeding ads (discount applies to smaller ad).

SAVE 20%

GOODWILL DISCOUNT:

Registered charities and service clubs save 20%.

No discounts on premium placement ads, Own The Town or Own the Trail logo spots, website business listings or Map & Publication Board.

BIA & CHAMBER MEMBERS EXTENDED PRICING

We are pleased to extend Member pricing to Forest and Exeter BIA members and to members of sister Chambers of Commerce - South Huron, Bayfield, Zurich and Huron.

PAYMENT IS DUE

Please make payment before the due date on your invoice.

If we do not receive final payment by November 5, 2023 your ad will not run!

PAYMENT METHODS

INTERAC E-TRANSFER: Send to info@itstartsatthebeach.ca, use password "sunset".

CREDIT CARD: Enter invoice amount at grandbendchamber.ca/payment. Transaction completed on PayPal's secure website.

CHEQUE: Payable to "Grand Bend & Area Chamber of Commerce". Mail to: 1-81 Crescent St., Grand Bend, ON, N0M 1T0