

It Starts At The Beach...

Greater Grand Bend Area Visitors Guide
30,000 copies distributed!

17th Annual
2014 Visitors' Guide hits the
streets February 5, 2014

This 96-page, full-colour visitors' guide promotes the greater Grand Bend Area to potential tourists throughout Ontario. The guide covers area attractions (beaches, marinas, hiking trails, fishing, golfing, galleries, museums and theatres) as well as advertising sections devoted to places to stay, dine, shop and access services. This full-year publication includes area festivals and events from January through December!

Area Coverage: From Camlachie to Bayfield, Clinton to Exeter, Lucan to Parkhill, all areas of Lambton Shores, as well as key communities such as St. Joseph, Zurich, Hensall and Dashwood – the guide seeks to attract area visitors and, once here, encourage them to discover the full extent of the area's offerings.

Circulation: 30,000 copies of the guide are distributed to 198+ locations, including official provincial and municipal tourist visitor centres from Cornwall, north to Barrie, south to Niagara, south-west to Windsor and of course at hotels/motels, restaurants, retailers, attractions and other key business locations throughout Lambton Shores, Bluewater, South Huron and Goderich.

Lambton Shores' Tourist Centre, located just 500m from Grand Bend's public and Blue Flag beach, hands out 4,000+ copies each season.

Advertiser Bonuses

You do not need to be a Grand Bend & Area Chamber Member to advertise! We invite *ALL* local businesses to harness the guide's established brand to promote your business.

Sun-kissed sandy beaches draw visitors to our area - ***the Visitors' Guide draws them to you!***

- Ad rate price freeze for 4th consecutive year
- Your business is mapped on a street or local level map and listed in an advertisers' index along with your phone number
- Free QR code option for your ad
- An online FlipBook version is published on www.grandbendtourism.com

Early Bird Rate

Book and pre-pay for your ad by October 15, 2013 to lock-in at the Early Bird rate!

Important Dates

Early Bird Book & Pay	October 15
Ad Booking Date	November 29
Artwork Submission	December 13
Delivery	February 5
Billing	February 12

Book Now - Pay In 2014!

Information & Ad Booking

Neil Clifford

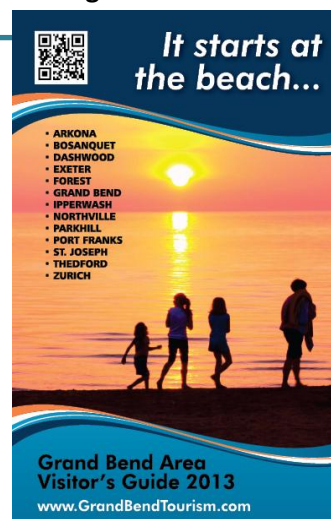
neilhclifford@gmail.com;
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519-238-2001

Book Online!

www.grandbendtourism.com/visitorsguide



"It starts at the Beach"
visitors guide is produced by Grand Bend & Area Chamber of Commerce as part of Tourism Services provided to Lambton Shores.

Grand Bend
Tourism.com
Grand Bend & Area Chamber of Commerce

Book Online Now: www.grandbendtourism.com/visitorsguide

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Full page, back page & inside covers: 4.5" width x 7" height

- Back page \$789 – Chamber/BIA members only
- Inside covers \$725 – Chamber/BIA members only
- Full page \$595 – Chamber/BIA members (\$535 *Early Bird price*); \$744 non-members

Half page vertical:

2.25" width x 7" height

- \$350 – Chamber/BIA members (\$315 *Early Bird price*)
- \$438 – non members

Quarter page horizontal: 4.5" width x 1.7" height

- \$225 – Chamber/BIA members (\$202 *Early Bird price*)
- \$282 – non-members

Eighth page:

2.25" width x 1.7" height

- \$110 – Chamber/BIA members (\$99 *Early Bird price*)
- \$135 – non members

Half page horizontal: 4.5" width x 3.5" height

- \$350 – Chamber/BIA members (\$315 *Early Bird price*)
- \$438 – non members



FREE option: For ad sizes of half page or larger, include a QR code to direct customers to your website. QR codes are scannable by SmartPhones. The recommended size of QR codes is no smaller than 0.875-inch square which is why this option is recommended for half-page ads and larger.

Quarter page vertical:

2.25" width x 3.5" height

- \$225 – Chamber/BIA members (\$202 *Early Bird price*)
- \$282 – non members

PRICING NOTES: Prices shown are HST extra. Not-For-Profit/Service groups receive 30% off regular pricing. Early Bird pricing available to Chamber and BIA members only.

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Contact Name:

Billing Address:

Town:

Postal Code:

Email:

Phone:

Payment Options:

(Early Bird pricing available to Chamber & BIA members only and only until October 15)

- ☐ Cheque – payable to “Grand Bend & Area Chamber of Commerce”
- ☐ Cash – in our office at 1-81 Crescent Street, Grand Bend, ON, N0M 1T0
- ☐ Online – using Visa, MasterCard using PayPal’s secure server. Go to www.grandbendtourism.com/members, see “Make A Payment” on the right side of the page

Ad Size	Chamber & BIA Member Price	Non-Member Price	QR Code	Price
<input type="checkbox"/> Back Cover	\$789	NA	<input type="checkbox"/>	
<input type="checkbox"/> Inside Cover – Front <input type="checkbox"/> Inside Cover - Back	\$725	NA	<input type="checkbox"/>	
<input type="checkbox"/> Full page	\$595 (\$535 Early Bird)	\$744	<input type="checkbox"/>	
<input type="checkbox"/> Half page horizontal <input type="checkbox"/> Half page vertical	\$350 (\$315 Early Bird)	\$438	<input type="checkbox"/>	
<input type="checkbox"/> Quarter page horizontal <input type="checkbox"/> Quarter page vertical	\$225 (\$202 Early Bird)	\$282	<input type="checkbox"/>	
<input type="checkbox"/> Eighth page	\$110 (\$99 Early Bird)	\$135	<input type="checkbox"/>	
Sub-Total				
+ HST (13%)				
TOTAL				

Ad Artwork Specs

Preferred Format

High resolution Adobe PDF files:

- CMYK colour format
- Fonts embedded
- All images at least 300 dpi or higher resolution.

Also Acceptable

High resolution (300 dpi or greater) PDF, EPS or TIF files created in Adobe Acrobat, Adobe Illustrator or Adobe Photoshop.

Acceptable Media

CD or DVD or email high resolution files to your salesperson or Track21 (amanda@track21.ca)

Include Your Proofs

Provide a low res JPG copy of your ad. This is used to check that all graphics and text have been transferred properly in your high res file.

Not Acceptable!

Ads sent in Microsoft Word, PowerPoint, Excel, Publisher, WordPerfect, PageMaker or any other software other than noted above will not be accepted.