



# Perth County Visitors' Association Tour & Travel Guide 2017

## ADVERTISING OPPORTUNITIES

The Perth County Tour & Travel Guide is distributed through Perth County, Stratford Tourism Alliance, local festivals and events, ONRoute highway rest areas, regional distribution at Information Centres and Chambers of Commerce, Canada Travel & Leisure Shows. Supplies of the guides are replenished regularly throughout the season ensuring a constant presence.

### DEADLINE

For online booking of listings and display ads:  
**DECEMBER 15, 2016**

### NEW for 2017!

Book and pay for your listing using our online submission form.  
*Fast, easy, accurate!*

book now | [visitperth.ca/partnership.php](http://visitperth.ca/partnership.php)

## PHOTO LISTING

| \$255 + HST

Advertise your business with a photo listing grouped in sections and identified by region for easy visitor reference. Detailed web listing is free with the purchase of photo listing.

- full colour photo (2.375" x 1.125")
- contact information (2 lines, 100 characters)
- description of your business (440 characters)

*(Actual size sample listing right)*

ATTENTION  
Perth County  
Businesses  
SPECIAL RATE \$150  
Use coupon code  
perth17 when  
paying



### BAKELAAR JEWELLERS

160 Main Street, LISTOWEL | 519-291-3280  
[bakelaarjewellers.ca](http://bakelaarjewellers.ca) | [sales@bakelaarjewellers.ca](mailto:sales@bakelaarjewellers.ca)  
Come and indulge yourself where quality service and craftsmanship are our priority. We carry a wide selection of exquisite jewellery: rings, pendants, earrings, and bracelets. Grandfather clocks, wall clocks and watches are also our speciality. We help you design your custom jewellery. Computerized engraving allows you to personalize your gifts. We are proud to be a Canadian Diamond Dealer. Where elegance and style meet, since 1967.



## Buy Local, Buy Fresh MAP | \$150 + HST

The redesigned, Perth County Buy Local, Buy Fresh Map is now part of the PCVA Tour & Travel Guide.

NOTE: This category is limited to businesses that grow foods locally and have regular farmgate sales (in season).

- your farm is located on the map
- contact information (2 lines, 100 characters)
- description of your business (440 characters)

## DISPLAY ADS

Make a major splash with a display ad. All ads are full colour. Ads can be supplied by your advertising agency or graphic designer, or PCVA graphic designer can supply a quote to design your ad artwork. Photo listing in guide and detailed web listing are free with the purchase of a display ad.



### FULL PAGE

7.625" wide x 9.875" high  
non-bleed \$3700 + HST



### TWO THIRDS PAGE

7.625" wide x 6.125" high  
non-bleed \$2620 + HST



### ONE THIRD PAGE

7.625" wide x 3" high  
non-bleed \$1280 + HST

INSIDE FRONT COVER | INSIDE BACK COVER  
8.375 wide x 10.75" high, plus 0.125" bleed  
\$4330 + HST

OUTSIDE BACK COVER  
8.375 wide x 10.75" high, plus 0.125" bleed  
\$5540 + HST

NOT-FOR-PROFIT RATES | Special rates for not-for-profit organizations: Photo Listing | \$100 + HST Display Ads | 25% off



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