

The Bruce Peninsula Guidebook: Advertising Rates

Guidebook Advertising			
AD Sizes:	Width Depth	Base Cost (+ HST)	Membership
1/12 page	2 3/8" x 2 1/8"	\$295	Included
1/8 page vertical	2 3/8" x 3 1/2"	\$395	Included
1/8 page horizontal	3 5/8" x 2 1/4"	\$395	Included
1/4 page vertical	3 5/8" x 4 3/4"	\$795	Included
1/4 page horizontal	4 7/8" x 3 1/2"	\$795	Included
1/2 page	7 3/8" x 4 3/4"	\$1200	Included
Full page	8 1/8" x 10 7/8"	\$1500	Included
Inside front or inside back page	8 1/8" x 10 7/8"	\$2500	Included
Back cover	8 1/8" x 10 7/8"	\$3000	Included
Centre – 2 page	8 1/8" x 10 7/8"	\$5000	Included
Quick Links	Located at the bottom of various pages	\$55 for 1, \$95 for 2, \$30 additional after 2	N/A

All ad prices include a membership to the Bruce Peninsula Tourist Association, website link on brucepeninsula.org and premium placement in the Ferndale Information Centre.

Website Advertising Rates

Banner Ads (per page)	Grid Listing	Article Feature Sponsorship	Quick Links
Starting at \$400 per annum or \$35 per month	\$100.00 per annum	\$75.00 per sponsored article	\$55 each

BPTA Membership

Full membership: \$195 + HST

Provides advertising support, website presence and premium placement in the Ferndale Information Centre. During the peak months, staff at the information centre calls all accommodators and businesses about availability and activities and share via social media such as Facebook and Twitter, and updates the online events calendar.

Associate Membership: \$95 + HST

Ideal for the small business that does not have a Tourism connection, but would like to have a presence in the guidebook and on the BPTA website. This membership is ideal for Not for Profit organizations, professional services, home improvement, carpentry, plumbers, electricians etc.

Memberships are due Jan 31st each year, and pro-rated membership is available on the Full Membership at a rate of \$20 per month if a new tourism business joins part way through the year.

BPTA Membership Services

- ✓ **Tourism guidebook publication since 1976**
- ✓ **Time-tested, long-standing distribution network (all Ontario Information Centre, Chambers of Commerce and Ontario Information Kiosks in border communities)**
- ✓ **Low cost avenue for advertising in border crossings to the US, Ontario and Quebec**
- ✓ **Web site with a strong Google presence and links to our members and local organizations**
- ✓ **Seats on associated boards (National Parks - Steering committee, Advisory Council for RTO-7)**
- ✓ **Associated network of organizations (Parks, OSTC, RTO-7, North and South Bruce Municipalities, Bruce County, local Chambers)**
- ✓ **Published calendar of events for the Bruce Peninsula and area – hard copy in Guidebook and online web-site**
- ✓ **Statistics supplied by the Chambers, Municipalities, Parks, County and OSTC, as well as willing associates and members**
- ✓ **Presence and voice at Council and Tourism Conferences**
- ✓ **Volunteer base for information and guidebook distribution at associated tourism trade show booths.**
- ✓ **Support and contact network for festival and event coordinators.**
- ✓ **Economic Development (currently working with both Municipality of Northern Bruce Peninsula & Town of South Bruce Peninsula)**
- ✓ **Ongoing compilation of photos and promotional video of all the Beautiful Bruce Peninsula has to offer!**