

*Back by Popular Demand!*

# See & Do

SOUTH GEORGIAN BAY  
COLLINGWOOD, THE BLUE MOUNTAINS AND AREA

## VISITORS GUIDE 2010

Your Exclusive See & Do Guide to South Georgian Bay, New for 2010: Coupon Ads  
– Track your Marketing Reach



## MEDIA KIT

**Our Circulation**  
**100,000**

Other tourism centres around Ontario & out of region distribution

**50,000**

Mail-outs from consumer requests

**5,000**

South Georgian Bay Region

**45,000**

(distribution racks, member locations and our Visitor Centres)

**Booking Deadline**

January 18, 2010

[www.visitsouthgeorgianbay.ca](http://www.visitsouthgeorgianbay.ca)



**As Your local Destination Marketing Organization**, our goal is to strengthen brand recognition and awareness of South Georgian Bay as a tourism destination. Our goal is to bring more tourists to the region, putting more money into your business. Together, we can shape tourism's future!

## YOUR VISITORS GUIDE AD BUY GETS YOU MORE!

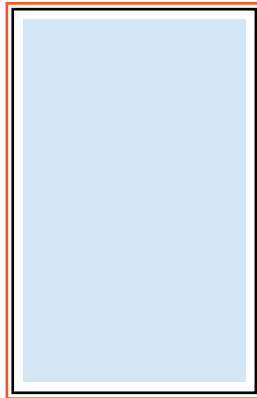
MAXIMIZE YOUR ADVERTISING DOLLAR!

1. Cross promotion of print and online materials provide opportunity for businesses to maximize their exposure through direct use of website and e-mail links.
2. All Georgian Triangle Members receive a FREE listing in the SEE & DO Visitors Guide.
3. Sign up for 2 full pages of advertising and we will include a free banner ad on our new website, for 6 months!
4. FREE WEB AD for 2 months if membership payment is received within 30 days of your invoice date.



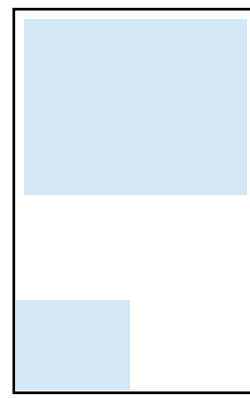
### DOUBLE PAGE SPREAD

Page Trim: 10.5" w × 8.25" h  
Type Safety: 10" w × 7.75" h  
Bleed: 0.125" on all edges



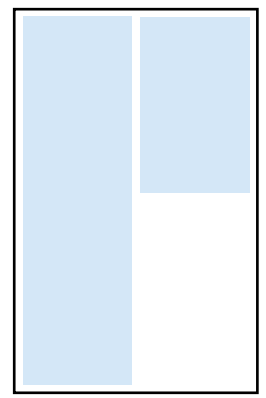
### FULL PAGE / COVERS

Page Trim: 5.25" w × 8.25" h  
Type Safety: 4.75" w × 7.75" h  
Bleed: 0.125" on all edges



### HALF PAGE HORIZ.

Ad Size: 4.75" w × 3.75" h



### HALF PAGE VERT.

Ad Size: 2.35" w × 7.75" h

### COUPONS

Ad Size: 2.625" w × 2.0625" h

### QUARTER PAGE

Ad Size: 2.35" w × 3.75" h

## FILE FORMATS

**Adobe PDF:** Press Quality, all images CMYK, 300 dpi, outlined or embedded fonts.

**TIFF:** All images CMYK, 300 dpi at full size.

**EPS:** All images CMYK, 300 dpi at full size. All text outlined, all Spot colours converted to process.

**Adobe InDesign:** Version CS3 or lower; package all links and fonts in one .zip file.

**Note:** Please ensure that all documents have their proper file extensions (.pdf, .tif, .eps, .indd, etc.)

## RATES

Back Cover .....	\$4,000
Inside Covers .....	\$3,000
Double Page .....	\$2,995
Full Page .....	\$1,995
Half Page .....	\$995
Quarter Page .....	\$595
Coupon .....	\$495

## FILE SUBMISSION

For large file submissions, upload to:  
**ftp.4frontmediagroup.com**  
user: **guest@4frontmediagroup.com**  
password: **4frontguest**

## AD DESIGN

Ad design is available at \$40/hour.  
For more information, contact:  
**Brandyn Aikins • 705-733-4647**  
**brandyn@4frontmediagroup.com**

## CONTACT

For ad sales and more info on the SEE&DO Visitors Guide, contact:

**ALLISON MACLAUGHLAN,**  
**Office Manager/Administrator**  
Georgian Triangle Tourist Assoc.  
30 Mountain Rd, Collingwood, ON  
705-445-7722, 1-888-227-8667  
allisonmaclaughlan@georgiantriangle.com

# See & Do

SOUTH GEORGIAN BAY  
 COLLINGWOOD, THE BLUE MOUNTAINS AND AREA

## ADVERTISING CONTRACT

**\* BOOKING DEADLINE: JANUARY 18, 2010**

Name: ..... Date: .....

Business Name: .....

Address: .....

Phone: ..... Fax: ..... Email: .....

Authorized Signature: .....

Quantity	Ad Size	Rate	GST (5%)	Total	
	Back Cover	\$4,000.00			
	Inside Front Cover	\$3,000.00			
	Inside Back Cover	\$3,000.00			
	Double Page Spread	\$2,995.00			
	Full Page	\$1,995.00			
	Half Page v/h	\$995.00			
	Quarter Page	\$595.00			
	Coupon	\$495.00			
				Grand Total:	

**TERMS:** 50% deposit required with signed contract. You will be invoiced on receipt of contract, 50% deposit due immediately and 50% due by ad deadline. Credit card payments accepted: Visa/Mastercard

**NOTES:** This contract constitutes the entire agreement between the parties noted above and there are no terms or warranties, either express or implied, other than as set out herein. Georgian Triangle Tourist Association is not responsible for any failure to carry out the terms of this agreement, which is due to the conduct of third parties or other circumstances beyond the control of Georgian Triangle Tourist Association. Please note advertising not cancelable after booking deadline.

**Please FAX: 705-444-6158** or return to Georgian Triangle Tourist Association  
 30 Mountain Road, Collingwood, ON L9Y 5H7. Telephone: 705 445 7722