



Ontario Tourism Marketing Partnership Corporation
An agency of the Government of Ontario

ADVERTISING OPPORTUNITY

PROGRAM: ATTRACTIONS ONTARIO PASSPORT
Season: SUMMER 2013

PROGRAM OVERVIEW

Attractions Ontario is continuing its partnership with the OTMPC for the 2012 Passport Magazine and Coupon Book, a 64-page full colour advertorial focusing on the wide variety of attractions Ontario has to offer. The magazine has an effective and measurable value-added component with at least eight pages of discount coupons worth over \$500 in savings. In 2012 we had 60 coupons with a value of \$1,400.

Attractions Ontario is the lead organization for this program. All inquiries and / or bookings should be directed to Phil Casey at Attractions Ontario (416-868-4386, ext. 223 Email: phil@attractionsontario.ca)

Seasonal Distribution and Support Campaign:

The 2013 distribution campaign has been structured to maximize exposure to in-market consumers, and will be supported by a targeted advertising campaign designed to generate awareness of the publication, and direct visitors to internet and phone fulfillment opportunities.

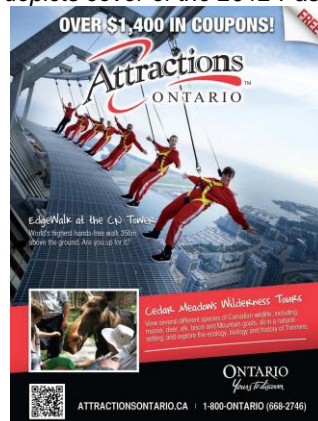
- Advertising exposure in 800,000 copies.
- 500,000 copies distributed through CTM Brochure Distribution to over 900 locations.
- Distributed through the 1-800-ONTARIO regional travel information service and Ontario Travel Information Centres throughout the province.
- The Passport Magazine is fully integrated with www.attractionsontario.ca. Consumers that pick up the guide are encouraged to use the web site for additional research and all coupons from the guide are duplicated online (you can request your coupon to not be posted online; the only way to have a coupon online is to have purchased one in the Passport or the Culture and Heritage Passport.

SPACE IS LIMITED, SO BOOK YOUR AD ASAP. FIRST COME – FIRST SERVED

Booking Deadline: April 5, 2013 Material Deadline: April 19, 2013

In Market: Early May, 2013

Image shown depicts cover of the 2012 Passport Magazine





INSERTION ORDER

PROGRAM: Attractions Ontario Passport
Program Type: ADVERTISING
Season: Summer 2013



ORGANIZATION / ADVERTISER: _____

Authorized Person: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Graphic Designer: _____ Telephone: _____

| ~ RATES ~ | | | | | | | | | | | |
|--------------------------|----|----------------|----------------|------------------|------------------|--------------------------|--|---------------------------|----------------|------------------|------------------|
| | | Size | Vert/ Horiz | RTO 7 15% Off | Regular Price | | | Size | Vert/ Horiz | RTO 7 15% Off | Regular Price |
| <input type="checkbox"/> | #1 | 2.25 x 1.0625" | H | \$675.75 | \$795 | <input type="checkbox"/> | #9 | 4.625 x 7" | V | \$6,375 | \$7500 |
| <input type="checkbox"/> | #2 | 2.25 x 2.25" | V | \$1,041.25 | \$1225 | <input type="checkbox"/> | #10 | 7 x 4.625" | H | \$6,375 | \$7500 |
| <input type="checkbox"/> | #3 | 2.25 x 3.437" | V | \$1,678.75 | \$1975 | <input type="checkbox"/> | #11 | 4.625 x 9.375" | V | \$7,645.75 | \$8995 |
| <input type="checkbox"/> | #4 | 2.25 x 4.625" | V | \$2,035.75 | \$2395 | <input type="checkbox"/> | #12 | 7 x 9.375" (FULL PAGE) | V | \$10,960.75 | \$12,895 |
| <input type="checkbox"/> | #5 | 4.625 x 2.25" | H | \$2,035.75 | \$2395 | <input type="checkbox"/> | #13 | INSIDE FRONT COVER | V | SOLD | \$14,875 |
| <input type="checkbox"/> | #6 | 2.25 x 5.812" | V | \$2,932.50 | \$3450 | <input type="checkbox"/> | #14 | INSIDE BACK COVER | V | SOLD | \$14,875 |
| <input type="checkbox"/> | #7 | 4.625 x 4.625" | V | \$3,570 | \$4200 | <input type="checkbox"/> | #15 | OUTSIDE BACK COVER | V | SOLD | \$16,115 |
| <input type="checkbox"/> | #8 | 7 x 2.25" | H | \$4,071.50 | \$4790 | <input type="checkbox"/> | #16 | Double Page Spread | V | \$19,550 | \$23,000 |
| | | | | | | <input type="checkbox"/> | COUPON : Double Sided 3-3/8" x 1-1/5" (Black & White) | | | \$1,062.50 | \$1,250 |

Please indicate ad size requested by checking the box provided. All advertisements are four colour. Rates are non-commissionable.

NOTE: All coupons are reserved for display advertisers. Coupons must be purchased in combination with display ad (any size).

1. COST of AD \$ _____ (From above Rate Chart)
2. COST of COUPON \$ _____ (From above Rate Chart)
3. NON-MEMBER RATE \$ _____ 300 _____ (if applicable)
3. SUB TOTAL \$ _____ (Line 1+2+3)
4. HST (13%) \$ _____ (13% of line 3)
5. TOTAL DUE \$ _____ (Add lines 3+4)

CONFIRMATION: If you do not receive a confirmation-of-order within 2 business days, please contact Attractions Ontario. No order should be considered booked until you receive this confirmation.

Insertion Order/Questions to: Phil Casey, Attractions Ontario

Ph: (416) 868-4386 ext. 223 ~ or ~ E-mail: phil@attractionsontario.ca

MATERIAL: Refer to 'Materials Shipping Form for information. NOTE: Materials Shipping Form MUST be enclosed with Materials. Deadline: April 19, 2013

PAYMENT: Rates are in Canadian dollars.

Please make cheques payable to Attractions Ontario. Attn: Cindy Phu, 344 Bloor St. W, Suite 504, Toronto, Ont. M5S 3A7

DEADLINES Booking: April 5, 2013 Materials: April 19, 2013

AUTHORIZATION - I contract irrevocably with the Attractions Ontario on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document of Terms.

Authorized Signature: _____

Print Name: _____ Date: _____

FAX: (416) 868-0386, Attn: Phil Casey, Attractions Ontario

Attractions Ontario Passport Magazine – Summer 2013

TERMS of the AGREEMENT

- 1.Space is limited. *There are no position guarantees.* The Publisher, Attractions Ontario, may cancel any advertisement without notice in order to accommodate pagination. The Publisher will issue the Advertiser a cheque for the full amount paid for advertising space (no interest shall be accrued). The Publisher will return supplied materials *April 19, 2013*.
2. Any bookings not fully paid by *April 12, 2013* may be subject to cancellation without notice.
- 3.Payment will not be refunded if the booking is cancelled by Advertiser and/or materials are not received by the materials deadline date of *April 19, 2013*.
- 4.The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
- 5.The Publisher assumes no liability for errors or omissions.
- 6.If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word “advertisement” at the top of the ad, without the consent of the advertiser.
- 7.Any condition in an Advertiser’s contract, insertion order, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
- 8.Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
- 9.Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher’s control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
- 10.The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
- 11.The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
- 12.Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
- 13.The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
- 14.Advertising agencies agree to pay all charges for advertising placed through their order, even in the event that no payment is made by the Advertiser. The Publisher has the authority to hold both the Advertiser and the agency jointly or severally liable for such monies due and payable to the Publisher. In the event of non-payment of final amount by the booking deadline, the advertisement will not be run and any deposits not returned.
- 15.Failure to publish the advertising cancels the insertion order. In this event any payment will be returned, but the Advertiser agrees that this does not constitute breach of contract.
- 16.The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
- 17.Materials will not be returned unless the Advertiser submits a self-addressed postage-paid envelope or a courier waybill (filled out, including account number) with their materials. Materials will otherwise be destroyed after publication date. The Publisher accepts no responsibility for the safety or condition of any materials whatsoever.

ONTARIO

More to discover

ONTARIO TOURISM MARKETING PARTNERSHIP

~ MATERIALS SHIPPING SLIP ~

PROGRAM:

Attractions Ontario Passport

Materials Due: April 19, 2013

ELECTRONIC ARTWORK SUBMISSION GUIDELINES

| DISPLAY ADS - Finished Ad Artwork | |
|-----------------------------------|--|
| QUARKXPRESS (PREFERRED) | <ul style="list-style-type: none">• Collected files with fonts, tiffs and eps logos.• Tiffs must be high res (300 dpi at 100%). Type in eps files must be outlines. All files should be CMYK. |
| PDF | <ul style="list-style-type: none">• Must be HI-RES PRINT READY (300 dpi at 100%, CMYK) |
| COUPONS | <ul style="list-style-type: none">• Coupon copy should be provided as a word document, labelled with the attraction name and sent with a B&W logo |
| NOTES: | <ul style="list-style-type: none">• No ad in Corel Draw or Freehand will be accepted• All images should be at 300 dpi at the size they will be in the final ad |

MATERIAL CHECKLIST:

- Colour Proof MUST be enclosed.
- Materials are in Mac format using QUARK

Special Instructions: _____

Graphic Artist Contact Information:

| | | | |
|--------------|--|--------------|--|
| CONTACT NAME | | PHONE NUMBER | |
| COMPANY | | | |

SHIP MATERIALS DIRECTLY TO:

RAESGO CREATIVE
110 Dunlop St. E., Suite 301
Barrie ON L4M 1A5

OR EMAIL TO:

attont@raesgo.com

FTP access available on request

Materials to be returned to:

| | | | | | |
|---------|--|----------|--|-------------|--|
| Contact | | Company: | | | |
| Address | | | | | |
| City | | Province | | Postal Code | |

This slip MUST BE ENCLOSED with your materials when shipped.