



2022 Tourism Sarnia-Lambton Official Map *(Now 37% Larger)*



ADVERTISING ORDER FORM



In Digital Format Too

Tourism Sarnia-Lambton is excited to announce a new Official Map size for 2022. With new panel sizes, you have more options to promote your business on this convenient and popular tourist resource. Book your ad space today and get noticed!

New!

Map Ad Sizes

Important: Please keep content within margins of .25"

Circulation 35,000 Maps

- ▶ Ontario Travel and Information Centres
- ▶ Hotels, both local and regional, from GTA and SW Ontario, as well as, 401 ONRoute rest stops, including: Kitchener, Waterloo, St. Thomas and London
- ▶ Provincial and Regional Tourism Events
- ▶ Over 15,000 Welcome Packages for Conventions, Sports Events and Newcomers
- ▶ Tourism Sarnia-Lambton's Visitor Centre welcomes thousands of travelers each year

Full Panel
4" x 9"
Plus .125 bleeds all around
(4.25" w x 9.25" h)

Double Panel
4" x 6"
Plus .125 bleeds all around
(4.25" w x 6.25" h)

Single Panel
4" x 3"
Plus .125 bleeds all around
(4.25" w x 3.25" h)

POINT EDWARD · SARNIA
GRAND BEND · PETROLIA
ALVINSTON · MOORETOWN · WATFORD · WYOMING · OIL SPRINGS · SOMBRA · BRIGDEN · FOREST
ARKONA · PORT FRANKS · THEDFORD · FLORENCE · WALPOLE ISLAND FIRST NATION
AAMJIWNAANG FIRST NATION · KETTLE & STONY POINT FIRST NATION

Please include special instructions for your advertisement here:

▶ _____

▶ _____

▶ _____

▶ _____

▶ _____

Tourism Sarnia-Lambton 2022 Official Map
Advertiser Info & Details

TERMS

1. Advertisers who book, will be invoiced and payment is due within 30 days from the date of booking.
2. Credit Card payment will be processed next day, cheques are to be made payable to "Tourism Sarnia-Lambton."
3. Advertisers are liable for charges due under contract, even in the event of business ownership changes.
4. This contract may be cancelled by Tourism Sarnia-Lambton at any time, for any reason.
5. The position of an advertiser's ad is decided by Tourism Sarnia-Lambton.
6. Tourism Sarnia-Lambton is not responsible for the loss or expense resulting from claims, actions or proceedings based on the content of the map. Advertisement content is the responsibility of the advertiser.
7. Acceptable ad formats include high-resolution PDF, EPS, PSD or TIF files. If you require FREE ad design, please contact Shelley Ambrose.
8. By completing this "Advertiser Agreement", you agree to all the terms set by Tourism Sarnia-Lambton.
9. To remain on schedule, advertisement deadlines will be enforced. Final deadline for all advertisin creative is Wednesday, December 1st, 2021.

This publication is fully owned by:



1455 Venetian Blvd.
 Point Edward, ON N7T 7W7
 519-336-3232

POWER IN PRINT

As much as we're tied to our tablets, smartphones, apps and computers, there's still no substitute for holding something tangible in your hands. According to a recent research study, printed brochures, maps and guides are used as a primary source for trip planning 55 percent of the time.

During a trip, 81 percent of additional decisions are made from printed brochures, maps and guides. Seven out of ten visitors pick up at least one brochure while on a trip.

CONTACT Shelley Ambrose Advertising Sales 519-336-3232 Ext 101

ADVERTISER CONTRACT

Advertiser Name:		
Contact Name:	Website:	
Street Address:	City:	Postal Code:
Email Address:	Phone #:	
Billing Contact Name:	Billing Phone #:	
Billing Email Address:		
PAYMENT OPTIONS		
<input type="checkbox"/> Cheque (payable to Tourism Sarnia-Lambton) <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA		
Name on Credit Card:		
Card #:	Expiry Date:	

MAP RATES

SIZE	2022 RATE	COST
Full Panel Back Cover (4"x 9")	\$1,999.99	
Full Panel Ad (4"x 9")	\$1,499.99	
Double Panel Back Cover (4"x 6")	\$1,399.99	
Double Panel Ad (4"x 6")	\$999.99	
Single Panel Back Cover (4"x 3")	\$799.99	
Single Panel Ad (4"x 3")	\$599.99	

Tourism Sarnia-Lambton HST #862635216RT0001
 Payment is due upon approval of your ad.

Sub-total	
HST 13%	
Total	



Date: _____

Signature of advertiser: _____