



**ONTARIO'S  
BLUE COAST**  
LAMBTON COUNTY

**TOURISM  
Sarnia-Lambton**

# 2024

## Official Travel Guide And Map Order Form

*Digital And Print Versions Included*

### GUIDE SIZES

Plus .125" bleed all around for a total size of **6.75" w x 10.0625" h**  
Important, keep content within margins of .25" (top & bottom) and .375" (sides)

<b>Full Page</b> 6.5" w 9.8125" h	<b>1/2 Horizontal</b> 5.75" w 4.375" h	<b>1/2 Vertical</b> 2.7813" w 8.9375" h	<b>1/4</b> 2.7813" w 4.375" h	<b>1/8</b> 2.7813" w 2.0938" h
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### MAP SIZES

Important, keep content within margins of .25" for top & bottom, and sides.

All map sizes include a .125" Bleed on all sides.

<b>Full Panel</b> 4.25" w x 9.25" h	<b>Double Panel</b> 4.25" w x 6.25" h	<b>Single Panel</b> 4.25" w x 3.25" h
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### Circulation 65,000 Travel Guides | 35,000 Maps

- ▶ Ontario and Michigan Travel and Information Centres
- ▶ Metro Detroit & Ohio
- ▶ Hotels, both local and regional, including: Kitchener, Waterloo, St. Thomas and London
- ▶ Southwestern Ontario ONRoute Rest Stops
- ▶ Over 15,000 Welcome Packages for Conventions, Sports Events and Newcomers

POINT EDWARD • SARNIA  
GRAND BEND • PETROLIA

ALVINSTON • MOORETOWN • WYOMING • OIL SPRINGS • SOMBRA • BRIGDEN  
CORUNNA • COURTRIGHT • FOREST • ARKONA • THEDFORD • FLORENCE  
INWOOD • SHETLAND • WALPOLE ISLAND FIRST NATION •  
AAMJIWNAANG FIRST NATION • KETTLE & STONY POINT FIRST NATION

Please include special instructions for your advertisement here:

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▶

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## ADVERTISER INFO & DETAILS

1. Advertisers who book, will be invoiced and payment is due within 30 days from the date booking.
2. Credit Card payment will be processed next day, cheques are to be made payable to " Tourism Sarnia-Lambton." Please include invoice number with payment.
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 travel guide and map. Advertisement content is the responsibility of the advertiser.
7. Acceptable ad formats include high-resolution PDF, EPS, PSD or TIF files.
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 advertising creative is **Thursday, November 30, 2023.**

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  
sambrose@tourismsarnialambton.com

## MAP RATES Early Bird Rate Ends September 30, 2023

SIZE	EARLY BIRD RATE	REGULAR RATE	COST
Full Panel Back Cover (4"x9")	\$ 1,999.99	\$ 2,199.99	
Full Panel Ad (4"x9")	\$ 1,499.99	\$ 1,699.99	
Double Panel Back Cover (4"x6")	\$ 1,399.99	\$ 1,599.99	
Double Panel (4"x6")	\$ 999.99	\$ 1,199.99	
Single Panel Back Cover (4"x3")	\$ 799.99	\$ 999.99	
Single Panel (4"x3")	\$ 599.99	\$ 799.99	

## TRAVEL GUIDE RATES Early Bird Rate Ends September 30, 2023

SIZE	EARLY BIRD RATE	REGULAR RATE	COST
BACK COVER	\$ 3,999.99	\$ 4,599.99	
INSIDE FRONT/BACK	\$ 2,999.99	\$ 3,599.99	
FULL PAGE	\$ 2,499.99	\$ 2,699.99	
1/2 PAGE VERTICAL	\$ 1,599.99	\$ 1,799.99	
1/2 PAGE HORIZONTAL	\$ 1,599.99	\$ 1,799.99	
1/4 PAGE	\$ 899.99	\$ 999.99	
1/8 PAGE	\$ 499.99	\$ 599.99	

## 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:

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

Sub-total	
HST 13%	
Total	

Date: \_\_\_\_\_

Signature of advertiser: \_\_\_\_\_