New **1st Right of Refusal Date**
January 21, 2020

Tourism Sarnia-Lambton Partners with an existing ad in the 2019 Travel Guide and Map will receive the 1st Right of Refusal PLUS 10% off the existing rate card when booked and paid by January 21, 2020. After this date, space will be limited to a first come, first served basis and sold at the full rate. *Discount will be applied at time of payment.

IN DIGITAL FORMAT TOO

ONTARIO'S BLUE COAST
LAMBTON COUNTY

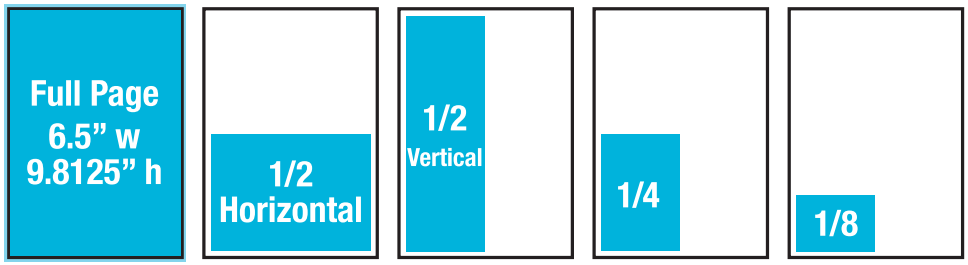
TOURISM Sarnia-Lambton

2020
Official Travel Guide and Map

Order Form

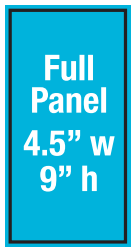
GUIDE SIZES

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)

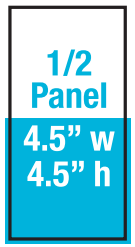


MAP SIZES

Plus .125" bleed all around for a total size of
4.75" w
9.25" h



Plus .125" bleed all around for a total size of
4.75" w
4.75" h



Circulation 55,000 Travel Guides | 35,000 Maps

- Ontario and Michigan Travel and Information Centres
- Metro Detroit, Ohio Key Attractions and Hotels
- 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 85,000 travelers each year

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 2020 TRAVEL GUIDE AND 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 this 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 guide or 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 Ambroise.
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 February 1st, 2020.

This publication is fully owned by:

TOURISM Sarnia-Lambton

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 Ambroise, Special Projects Coordinator, 519-336-3232 Ext 101, Cell: 519-312-4577

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		
❑ Cheque (payable to Tourism Sarnia-Lambton)	❑ MasterCard	❑ VISA
Name on Credit Card:		
Card #:	Expiry Date:	

TRAVEL GUIDE RATES

SIZE	EARLY BIRD RATE	REGULAR RATE	# OF ADS	COST
Full Page	$2,299.99	$2,699.99		
1/2 Page Vertical	$1,529.99	$1,699.99		
1/2 Page Horizontal	$1,529.99	$1,699.99		
1/4 Page	$809.99	$899.99		
1/8 Page	$449.99	$499.99		
Back Cover	$4,139.99	$4,599.99		
Inside Front/Back	$3,239.99	$3,599.99		

MAP RATES

SIZE	EARLY BIRD RATE	RATE	COST
Back Cover	$1529.99	$1,699.99	
1 Panel	$1079.99	$1,199.99	
1/2 Panel	$539.99	$599.99	

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

Sub-total	
HST 13%	
Total	

Date: _____

Signature of advertiser: _____