

Leisure travel opportunities form

Send to Kelly Krebs: kelly@tourismwinnipeg.com

Leisure marketing campaigns

Seasonal - Canadian audience

- Winter (Jan-Feb).....\$1,000
- Spring break (Mar-May).....\$750
- Summer (Jun-Aug).....\$1,000
- Fall (Sep-Oct).....\$750
- Holiday (Nov-Dec).....\$750

2025 U.S. audience

- 1 year-long campaign.....\$5,000

2025 U.S. spring break campaign

- February and March 2025.....\$500

Digital advertising

Homepage feature

- Homepage feature.....\$500/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

Feature listings

- Upcoming events (four partners/month).....\$400/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

- Top 10 Winnipeg must-sees (four partners/month).....\$350/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

- 50 Things to do (four partners/month).....\$350/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

- Family Fun (four partners/month).....\$350/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

- Tours (four partners/month).....\$350/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

Website display ad

- Display ad (limit five/month).....\$400/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

Monthly leisure e-newsletter

- Leaderboard banner ad (one partner/issue).....\$300/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

- Footer banner ad (one partner/issue).....\$200/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

- Partner spotlight (four partners/issue).....\$350/month
- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| JUL | AUG | SEP | OCT | NOV | DEC |

U.S. audience e-newsletter

- Leaderboard banner ad (one partner/issue).....\$300/month
- | | | | |
|--------|--------|--------|------|
| WINTER | SPRING | SUMMER | FALL |
|--------|--------|--------|------|

- Footer banner ad (one partner/issue).....\$200/month
- | | | | |
|--------|--------|--------|------|
| WINTER | SPRING | SUMMER | FALL |
|--------|--------|--------|------|

- Partner spotlight (four partners/issue).....\$350/month
- | | | | |
|--------|--------|--------|------|
| WINTER | SPRING | SUMMER | FALL |
|--------|--------|--------|------|

Print advertising

2026 Winnipeg Visitor's Guide

- Quarter-page.....\$1,000
- Half-page.....\$1,250
- Full-page.....\$1,750
- Inside front/back cover.....\$2,500
- Outside back cover.....\$3,000

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Content partnerships

Only in the Peg guide sponsored content package

Sponsored content package (limit two/month) \$900/package

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Peg City Grub guide sponsored content package

Sponsored content package (limit one/month) ..\$1,000/package

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Social media bundle

Boosted post

Light..... QTY: _____ x \$400/post

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Robust QTY: _____ x \$850/post

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

TikTok and Instagram Reels

TikTok and Instagram Reels (limited spots).....\$1,500

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Content creator event

Content creator event (limit eight/year)..... \$2,000/event

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Social media contests

Social media contests (two contests/month)..... \$250

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Photo & video asset creation co-op

Photoshoot..... Dependent on scope

Video b-roll collection Dependent on scope

TOTAL COST \$ _____

All prices subject to applicable taxes

Signature

Name: _____

Company: _____

Address: _____

Postal code: _____

Phone: _____

Email: _____

Date: _____

All opportunities will be billed in January 2025 unless other arrangements have been made at the time of booking.

