

2021-2022 Tourism Winnipeg partnership opportunities form

Send forms to: Cody Chomiak,
Director of Marketing
cody@tourismwinnipeg.com

Travel Manitoba/Tourism Winnipeg joint opportunities

- Here For It summer campaign** (May to Sep) \$1,000
- Holiday shopping campaign** (Oct to Dec) \$1,000
- Winter campaign** (Dec to Feb) \$1,000

Leisure travel opportunities

Content opportunities

- Only in the Peg guide sponsored content package** \$600/package
limit two/month - please indicate the month you would like:

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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- Peg City Grub guide sponsored content package** \$600/package
limit two/month - please indicate the month you would like:

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

- Boosted post - light QTY: _____ x \$300/post
- Boosted post - power QTY: _____ x \$750/post
- Instagram package** \$500
- Instagram photo walk** (limit of eight per year) \$1,000
- Hosted video series** \$4,000

Digital opportunities

Home page spotlight (limit one per month)

- Box ad on home page** \$300/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Featured listings (limit of four per month)

- Upcoming events** \$350/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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- 101 Things to do** \$300/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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- Top 10 Winnipeg must-sees** \$300/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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- Family fun** \$300/month

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

Digital opportunities

Website display ad..... \$250/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Google advertising co-op campaign
 Minimum \$250 campaign - limit up to \$10,000 cumulative total \$_____

Google posts
 limit of one per week QTY: _____ x \$200/post

Tourism Winnipeg newsletter

Leaderboard banner ad (one per month) \$250/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Footer banner ad (one per month) \$150/month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Partner spotlight (four per month) \$300/month

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

Leaderboard banner ad (one per issue)..... \$250/month

spring	summer	fall	winter
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Story pitch (three per issue) \$300/month

spring	summer	fall	winter
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Print opportunities

2022 Winnipeg Visitor's Guide

	Non-profit	Profit
Quarter-page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$800
Half-page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,050
Full-page	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,550
Inside front/back cover	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$2,050
Outside back cover	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,600

2022 Winnipeg visitor maps

Spotlight box ad (limit of 10 spots) \$1,000

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Business events, travel trade & research opportunities

Business events opportunities

2022 Business events magazine

	Team partner	Non-partner
Half-page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$750
Full-page.....	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,000
Full-page ad + one-page advertorial.....	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,750
Inside front/back cover.....	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
Outside back cover	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500

Business events newsletter

Leaderboard advertisement (one per issue)..... \$250

spring	summer	fall	winter
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Partner spotlight (two per issue)..... \$250

spring	summer	fall	winter
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Local meetings digital campaign

\$500 minimum investment up to a \$10,000 cumulative total \$ _____

Travel trade opportunities

Student youth co-op advertising campaign

Limit of six partners..... \$1,000

Research opportunities

Event impact assessment

One-year term..... \$1,500

Two-year term..... \$1,000/year for a total of \$2,000

Three-year term \$850/year for a total of \$2,550

TOTAL COST \$ _____

All prices subject to applicable taxes

Signature _____

Name: _____

Company: _____

Address: _____

Postal code: _____

Phone: _____

Email: _____

Date: _____

