

2017 TOURISM WINNIPEG PARTNERSHIP OPPORTUNITIES

MEETING & CONVENTION OPPORTUNITIES

TEAM WINNIPEG

- Hotels >200 rooms **\$22 / room**
- Hotels <200 rooms / non downtown **\$11 / room**
- Audio visual companies **\$2,200**
- Others* **\$1,100**
*includes attractions, festivals, car rentals, associations, DMCs, rural pre/post operators, entertainment
- Strategic partner

MEETINGS AND CONVENTIONS MAGAZINE

	TEAM WPG PARTNER	NON TEAM WPG PARTNER
<input type="checkbox"/> Half page	\$ 500	\$ 750
<input type="checkbox"/> Full page	\$ 750	\$1,000
<input type="checkbox"/> Full page ad + one-page advertorial	\$1,500	\$1,750
<input type="checkbox"/> Inside front / back cover	\$1,500	\$2,000
<input type="checkbox"/> Outside back cover	\$2,000	\$2,500

M&C GOOGLE ADWORDS CO-OP CAMPAIGN

- Google Adwords campaign \$ _____
(Minimum \$250 campaign - limit up to \$3,000 matching funds)

M&C VIDEO SITE TOURS

- Video Site Tour (Team Winnipeg partners only) **\$750 - 1,250**
(Co-op investment of \$1,000 - \$1,500 from Tourism Winnipeg)

MEETINGS WINNIPEG WEBSITE FEATURED LISTING

- Accommodations (limit 4 / month) **\$100 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC
- Unique venues (limit 4 / month) **\$100 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC
- Convention suppliers (limit 4 / month) **\$100 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

MEETINGS WINNIPEG WEBSITE SIDEBAR ADVERTISEMENT

- Box ad **\$75 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

MEETINGS WINNIPEG E-NEWSLETTER

- Leaderboard Banner Ad (limit 1 / issue) **\$250**
WINTER SPRING SUMMER FALL
- Footer Advertisement (limit 1 / issue) **\$150**
WINTER SPRING SUMMER FALL

TRAVEL TRADE OPPORTUNITIES

WINNIPEG TOUR CONNECTION

- Hotels >100 rooms **\$1,250**
- Hotels <100 rooms **\$ 750**
- Others* **\$ 500**
*includes attractions, festivals, receptive operators
- Strategic Partner

TRAVEL TRADE WEBSITE SIDEBAR ADVERTISEMENT

- Box ad **\$ 75 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

TRAVEL TRADE WEBSITE FEATURE LISTING

- Itinerary Ideas (limit 4 / page) **\$100 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC
- Tours (limit 4 / page) **\$100 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC
- Free Group Activities **\$100 / month**
JAN FEB MAR APR MAY JUN
JUL AUG SEP OCT NOV DEC

TRAVEL MEDIA OPPORTUNITIES

TRAVEL MEDIA E-NEWSLETTER

- Leaderboard banner ad (limit 1 / issue) **\$ 250/issue**
WINTER SPRING SUMMER FALL

- Story pitch (limit 3 / issue) **\$ 300/issue**
WINTER SPRING SUMMER FALL

LEISURE MARKETING OPPORTUNITIES

2018 WINNIPEG VISITOR'S GUIDE

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

2017 / 2018 EVENTS AND ITINERARIES GUIDE

	NON-PROFIT	FOR-PROFIT
<input type="checkbox"/> Spring / summer issue		
<input type="checkbox"/> Fall / winter issue		
<input type="checkbox"/> Quarter page	\$ 125	\$ 250
<input type="checkbox"/> Half page	\$ 250	\$ 500
<input type="checkbox"/> Full page	\$ 500	\$ 750
<input type="checkbox"/> Inside front / back cover	\$ 750	\$1,000
<input type="checkbox"/> Outside back cover	\$1,000	\$1,250

Send to Cody Chomiak, Tourism Winnipeg at cody@tourismwinnipeg.com or fax 204.942.4043

LEISURE MARKETING OPPORTUNITIES

TOURISM WINNIPEG E-NEWSLETTER

Leaderboard banner ad (limit 1 / month) **\$250 / month**

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

Footer banner ad (limit 1 / month) **\$150 / month**

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

Sponsored partner feature (limit 2 / month) **\$300 / month**

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

2018 VISITOR MAPS

Spotlight box ad (limit 8 spots) **\$1,000**

THE LOOP WALKING TRAIL

Spotlight box ad (limit 4 spots) **\$750**

WINNIPEG TOURS BROCHURE

Spotlight box ad (limit 8 spots) **\$250**

SOCIAL MEDIA OPPORTUNITIES

Only in the Peg blog package (limit 2 / month) **\$400 / month**

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

Peg City Grub box ad (limit 1 / month) **\$300 / month**

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

Peg City Grub blog package (limit 1 / month) **\$450 / month**

(By invitation only)

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

Facebook boosted post **\$75 / post**

QTY _____

Instagram photo walk (limit 8 / year) **\$500 / walk**

NEW! LEISURE WINTER CAMPAIGN

Co-op partner (invitation only) **\$500**

GOOGLE ADWORDS CO-OP ADVERTISING

Google Adwords Campaign \$ _____

(Minimum \$250 campaign - limit up to \$5,000 matching funds)

TOURISMWINNIPEG.COM FEATURE LISTINGS

Upcoming Events (limit 4 / page) **\$350 / month**

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

101 Things to do (limit 4 / page) **\$300 / month**

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

Top 10 Winnipeg Must Sees (limit 4 / page) **\$300 / month**

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

Family Fun (limit 4 / page) **\$300 / month**

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

TOURISMWINNIPEG.COM FEATURED PARTNER SPOTLIGHT

Spotlight (box ad) on tw.com homepage (limit 1/month) **\$300 / month**

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

Spotlight (box ad) in where to eat section (limit 1/month) **\$200 / month**

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

TOURISM WINNIPEG FEATURE SIDEBAR AD

Display Advertisement (limit 5 / month) **\$200 / month**

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

PACKAGES AND DEALS

NON PROFIT

PROFIT

<input type="checkbox"/> Spring Break Campaign (February - May)	\$350	\$450
<input type="checkbox"/> Summer Campaign (June - September)	\$350	\$450
<input type="checkbox"/> Holiday Shop & Stay (October - December)	\$350	\$350

EVENT SPONSORSHIP

Winnipeg Tourism Awards of Distinction

\$1,000 / award

<input type="checkbox"/> Tourism Volunteer of the Year	<input type="checkbox"/> Tourism Employee of the Year
<input type="checkbox"/> Tourism Leader of the Year	<input type="checkbox"/> Tourism Bring it Home Award
<input type="checkbox"/> Tourism Small Business of the Year	<input type="checkbox"/> Tourism Large Business of the Year
<input type="checkbox"/> Tourism Innovation of the Year	

RESEARCH OPPORTUNITIES

ECONOMIC IMPACT ANALYSIS

\$TBD*

**Dependent on scope of analysis*

Name: _____

Company: _____

Address: _____

Postal Code: _____

Phone: _____

Email: _____

Date: _____

TOTAL COST \$ _____

Signature: _____

All prices subject to applicable taxes

Send to Cody Chomiak, Tourism Winnipeg at cody@tourismwinnipeg.com or fax 204.942.4043