## 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

**MEETINGS AND CONVENTIONS MAGAZINE**

<table>
<thead>
<tr>
<th>TEAM WPG PARTNER</th>
<th>NON TEAM WPG PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>$500</td>
</tr>
<tr>
<td>Full page</td>
<td>$750</td>
</tr>
<tr>
<td>Full page ad + one-page advertorial</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside front / back cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**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)

### TRAVEL TRADE OPPORTUNITIES

**WINNIPEG TOUR CONNECTION**
- Hotels >100 rooms: $1,250
- Hotels <100 rooms: $750
- Others*: $500

*Includes attractions, festivals, receptive operators

**TRAVEL TRADE WEBSITE SIDEBAR ADVERTISEMENT**
- Box ad: $75 / month

### TRAVEL MEDIA OPPORTUNITIES

**TRAVEL MEDIA E-NEWSLETTER**
- Leaderboard banner ad (limit 1 / issue): $250

**LEISURE MARKETING OPPORTUNITIES**

### 2018 Winnipeg Visitor’s Guide

<table>
<thead>
<tr>
<th>NON-PROFIT</th>
<th>FOR-PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>$550</td>
</tr>
<tr>
<td>Half page</td>
<td>$800</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,050</td>
</tr>
<tr>
<td>Inside front / back cover</td>
<td>$1,550</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

### 2017 / 2018 Events and Itineraries Guide

<table>
<thead>
<tr>
<th>NON-PROFIT</th>
<th>FOR-PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>$125</td>
</tr>
<tr>
<td>Half page</td>
<td>$250</td>
</tr>
<tr>
<td>Full page</td>
<td>$500</td>
</tr>
<tr>
<td>Inside front / back cover</td>
<td>$750</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $250 / month
- Footer banner ad (limit 1 / month)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $150 / month
- Sponsored partner feature (limit 2 / month)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $300 / month

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)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $400 / month
- Peg City Grub box ad (limit 1 / month)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $300 / month
- Peg City Grub blog package (limit 1 / month)
  (By invitation only)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $450 / month
- Facebook boosted post
  QTY__________
  $75 / post
- 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)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $350 / month
- 101 Things to do (limit 4 / page)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $300 / month
- Top 10 Winnipeg Must Sees (limit 4 / page)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $300 / month
- Family Fun (limit 4 / page)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $300 / month

TOURISMWINNIPEG.COM FEATURED PARTNER SPOTLIGHT
- Spotlight (box ad) on tw.com homepage (limit 1/month)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $300 / month
- Spotlight (box ad) in where to eat section (limit 1/month)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $200 / month

TOURISM WINNIPEG FEATURE SIDE BAR AD
- Display Advertisement (limit 5 / month)
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
  $200 / month

PACKAGES AND DEALS
- NON PROFIT
- PROFIT
- Spring Break Campaign (February - May)
  $350  $450
- Summer Campaign (June - September)
  $350  $450
- Holiday Shop & Stay (October - December)
  $350  $350

EVENT SPONSORSHIP
- $1,000 / award
  - Winnipeg Tourism Awards of Distinction
  - Tourism Volunteer of the Year
  - Tourism Employee of the Year
  - Tourism Leader of the Year
  - Tourism Bring it Home Award
  - Tourism Small Business of the Year
  - Tourism Large Business of the Year
  - Tourism Innovation of the Year

RESEARCH OPPORTUNITIES
- ECONOMIC IMPACT ANALYSIS
  - STBD*
    * 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