

# 2018 TOURISM WINNIPEG PARTNERSHIP OPPORTUNITIES

## MEETING AND CONVENTION OPPORTUNITIES

### 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

### MEETINGS WINNIPEG WEBSITE FEATURED LISTING

<input type="checkbox"/> Feature listing (limit of four per month)	<b>\$100/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

### MEETINGS WINNIPEG E-NEWSLETTER

<input type="checkbox"/> Leaderboard advertisement (one per issue)	<b>\$250</b>		
WINTER	SPRING	SUMMER	FALL

### M&C GOOGLE ADWORDS CO-OP CAMPAIGN

<input type="checkbox"/> Google Adwords campaign	\$ _____
(Minimum \$250 campaign - limit up to \$3,000 matching funds)	

### NEW! 360-DEGREE VIRTUAL VIDEO TOUR

<input type="checkbox"/> Tier 1 (up to three rooms)	<b>\$1,000</b>
<input type="checkbox"/> Tier 2 (up to five rooms)	<b>\$1,500</b>
<input type="checkbox"/> Tier 3 (up to seven rooms)	<b>\$2,000</b>

## TRAVEL MEDIA OPPORTUNITIES

### TRAVEL MEDIA E-NEWSLETTER

<input type="checkbox"/> Leaderboard banner ad (limit of one per issue)	<b>\$ 250/issue</b>		
WINTER	SPRING	SUMMER	FALL

<input type="checkbox"/> Story pitch (limit of three per issue)	<b>\$ 300/issue</b>		
WINTER	SPRING	SUMMER	FALL

## LEISURE OPPORTUNITIES

### WINTER ADVERTISING CAMPAIGN

<input type="checkbox"/> Co-op advertising partner	<b>\$500</b>
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### SPRING BREAK/SUMMER/HOLIDAY ADVERTISING CAMPAIGNS

	NON PROFIT	PROFIT
<input type="checkbox"/> Spring break packages (February - May)	\$350	\$450
<input type="checkbox"/> Summer packages (June - September)	\$350	\$450
<input type="checkbox"/> Holiday shop-and-stay packages (October - December)	\$350	\$350

### 2019 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

### 2018/2019 EVENTS AND ITINERARIES GUIDE

<input type="checkbox"/> Spring/Summer	<input type="checkbox"/> Fall/Winter	NON-PROFIT	FOR-PROFIT
<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

### THE LOOP WALKING TRAIL

<input type="checkbox"/> Box ad (limit of four spots)	<b>\$750</b>
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### WINNIPEG TOURS BROCHURE

<input type="checkbox"/> Spotlight box ad (limit of eight spots)	<b>\$250</b>
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### 2019 VISITOR MAPS

<input type="checkbox"/> Spotlight box ad (limit of eight spots)	<b>\$1,000</b>
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### TOURISM WINNIPEG E-NEWSLETTER

<input type="checkbox"/> Leaderboard banner ad (limit one per month)	<b>\$250/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

<input type="checkbox"/> Footer banner ad (limit one per month)	<b>\$150/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

<input type="checkbox"/> Sponsored partner feature (limit four per month)	<b>\$300/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

### TOURISM WINNIPEG WEBSITE FEATURE LISTINGS

<input type="checkbox"/> Upcoming Events (limit of four per month)	<b>\$350/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

<input type="checkbox"/> 101 Things to do (limit of four per month)	<b>\$300/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

<input type="checkbox"/> Top 10 Winnipeg Must-Sees (limit of four per month)	<b>\$300/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

<input type="checkbox"/> Family Fun (limit of four per month)	<b>\$300/month</b>				
JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

**LEISURE OPPORTUNITIES CONTINUED****FEATURE SIDEBAR AD**

Display Advertisement (limit of five per month) **\$300/month**

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

**FEATURED PARTNER SPOTLIGHT**

Box ad on homepage (limit one per month) **\$300/month**

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

**GOOGLE ADWORDS CO-OP CAMPAIGN**

Google Adwords Campaign **\$ \_\_\_\_\_**  
(Minimum \$250 campaign - limit up to \$5,000 matching funds)

**ONLY IN THE PEG BLOG SPONSORED CONTENT PACKAGE**

Sponsored content package (limit of two per month) **\$500/month**

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

**PEG CITY GRUB BLOG SPONSORED CONTENT PACKAGE**

Sponsored content package (limit of two per month) **\$500/month**

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

**NEW! PEG CITY GRUB FOOD TRUCK GUIDE BLOG POST**

Featured listing **\$150/month**

JUN	JUL	AUG
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**FACEBOOK BOOSTED POST**

Boosted Post QTY: \_\_\_\_\_ **\$80/post**

**NEW! FACEBOOK CANVAS AD PLATFORM**

Canvas ad **\$750**

**INSTAGRAM PHOTO WALK**

Instagram walk (limit of eight per year) **\$500/walk**

**NEW! LIVE ON LOCATION VIDEO**

Live video coverage **\$400**

**TRAVEL TRADE OPPORTUNITIES****TRAVEL TRADE WEBSITE FEATURE LISTING**

Feature listing (limit of four per month) **\$100/month**

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

**NEW! 2018 STUDENT YOUTH CO-OP ADVERTISING CAMPAIGN**

Co-op advertising partner (limit of six partners) **\$350**

**TOURISM INDUSTRY OPPORTUNITIES****WINNIPEG TOURISM AWARDS OF DISTINCTION**

Award sponsorship **\$1,000/award**

Tourism Volunteer of the Year	Marketing Campaign of the Year
Tourism Employee of the Year	(under \$2,500)
Tourism Leader of the Year	Marketing Campaign of the Year
Tourism Small Business of the Year	(over \$2,500)
Tourism Large Business of the Year	Tourism Innovation of the Year
Bring It Home Award	

**ECONOMIC DEVELOPMENT WINNIPEG OPPORTUNITIES****RESEARCH AND DATA MANAGEMENT**

Visitor economic impact assessment **Dependent on Scope**

**YES! WINNIPEG OPPORTUNITIES****YES! WINNIPEG INVESTOR**

Pacesetter **\$ 5,000**

Lead **\$10,000**

Advanced **\$25,000**

Premier **\$50,000**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

**TOTAL COST \$** \_\_\_\_\_

Signature: \_\_\_\_\_

*All prices subject to applicable taxes*