Leisure Opportunities

Winter Advertising Campaign
☐ Co-op advertising partner.......................................................... $500

Spring Break/Summer/Holiday Advertising Campaigns

<table>
<thead>
<tr>
<th></th>
<th>Non Profit</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring break packages (Feb - May)</td>
<td>$450</td>
<td>$550</td>
</tr>
<tr>
<td>Summer packages (June - Sept)</td>
<td>$450</td>
<td>$550</td>
</tr>
<tr>
<td>Holiday shop-and-stay packages</td>
<td>$450</td>
<td>$550</td>
</tr>
</tbody>
</table>

(Oct - Dec)

2019 Winnipeg Visitor’s Guide

<table>
<thead>
<tr>
<th></th>
<th>Non Profit</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter-page</td>
<td>$550</td>
<td>$800</td>
</tr>
<tr>
<td>Half-page</td>
<td>$800</td>
<td>$1,050</td>
</tr>
<tr>
<td>Full-page</td>
<td>$1,050</td>
<td>$1,550</td>
</tr>
<tr>
<td>Inside front/back cover</td>
<td>$1,550</td>
<td>$2,050</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$2,100</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

The Loop Walking Trail
☐ Box ad (limit of four spots)...................................................... $750

Winnipeg Tours Brochure
☐ Spotlight box ad (limit of eight spots)........................................... $300
☐ Outside back page ........................................................................... $1,000

2019 Visitor Maps
☐ Spotlight box ad (limit of eight spots)........................................... $1,000

Tourism Winnipeg E-Newsletter
☐ Leaderboard banner ad (limit one per month)................................. $250/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
☐ Footer banner ad (limit one per month)........................................... $150/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
☐ Partner Spotlight (limit four per month)....................................... $300/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC

Tourism Winnipeg Website Feature Listings
☐ Upcoming Events (limit of four per month) ................................ $350/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC
☐ 101 Things to do (limit of four per month) ............................... $300/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC

☐ Top 10 Winnipeg Must-Sees (limit of four per month) ................ $300/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC

☐ Family Fun (limit of four per month) .......................................... $300/month
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC

Feature Sidebar Ad
☐ Display Advertisement (limit of five per month)....................... $250/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/package
  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/package
  JAN  FEB  MAR  APR  MAY  JUN
  JUL  AUG  SEP  OCT  NOV  DEC

Facebook boosted Post
☐ Boosted Post QTY. ........................................................................ $100/post
☐ Power Post QTY. ........................................................................ $200/post

Facebook Canvas Ad Platform
☐ Canvas ad .................................................................................... $750

NEW! Sponsored Instagram Stories - Restaurants and Attractions
☐ Instagram Stories ................................................................. $400

Instagram Photo Walk
☐ Instagram walk (limit of eight per year) ...................................... $500/walk

Live On Location Video
☐ Live video coverage................................................................. $400
Meeting and Convention Opportunities

Meetings And Conventions Magazine

☐ Half-page ............................................................... Team WPG Partner $500  Non-Team WPG Partner $750
☐ Full-page ............................................................... $750  $1,000
☐ Full-page ad + one-page advertorial ......................... $1,500  $1,750
☐ Inside front/back cover ........................................ $1,500  $2,000
☐ Outside back cover ................................................ $2,000  $2,500

Meetings Winnipeg Website Featured Listing

☐ Feature Listing (limit of four per month) ...................... $100/month

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

Meetings Winnipeg E-Newsletter

Leaderboard advertisement (one per issue) .................. $250
Partner Spotlight (limit two per issue) ......................... $250

WINTER  SPRING  SUMMER  FALL

M&C Google Adwords Co-Op Campaign

☐ Campaign ............................................................... $250
(Minimum $250 campaign - limit up to $3,000 matching funds)

360-Degree Virtual Video Tour

☐ Tier 1 (up to three rooms) ........................................ $1,500
☐ Tier 2 (up to five rooms) ........................................ $2,000

Travel Trade Opportunities

Travel Trade Website Feature Listing

☐ Website (limit of four per month) .............................. 100/month

Student Youth Co-Op Advertising Campaign

☐ Limit of six partners .............................................. $350

Travel Media Opportunities

Travel Media E-Newsletter

☐ Leaderboard banner ad (limit of one per issue) ............ $250/issue

WINTER  SPRING  SUMMER  FALL

☐ Story pitch (limit of three per issue) .......................... $300/issue

WINTER  SPRING  SUMMER  FALL

Event Sponsorship Opportunities

Winnipeg Tourism Awards of Distinction

☐ Award sponsorship .................................................. $1,000/award

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

Economic Development Opportunities

Research and Data Management

☐ Visitor economic impact assessment ......................... Dependent on scope

YES! Winnipeg Opportunities

YES! Winnipeg Investor

☐ Premier ............................................................... $50,000+
☐ Advanced ............................................................ $25,000
☐ Lead ................................................................. $10,000
☐ Pacesetter .......................................................... $5,000

TOTAL COST $_________________________________________  All prices subject to applicable taxes

Name: ________________________________________________
Company: ____________________________________________
Address: _____________________________________________
Postal Code: __________________________________________
Phone: ______________________________________________
Email: _______________________________________________
Date: _______________________________________________