

2019 Tourism Winnipeg Partnership Opportunities Form

Send to Cody Chomiak, Director, Marketing at cody@tourismwinnipeg.com

Leisure Opportunities

Winter Advertising Campaign

Co-op advertising partner.....\$500

Spring Break/Summer/Holiday Advertising Campaigns

	Non Profit	Profit
<input type="checkbox"/> Spring break packages (Feb - May)	\$450	\$550
<input type="checkbox"/> Summer packages (June - Sept)	\$450	\$550
<input type="checkbox"/> Holiday shop-and-stay packages (Oct - Dec)	\$450	\$550

2019 Winnipeg Visitor's Guide

	Non Profit	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

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

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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

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: _____

Signature _____

Phone: _____

Email: _____

Date: _____