

DIGITAL ADVERTISING OPPORTUNITIES



Present your tourism product or service to this captive rubber tire market. Ontario ONroute Service Centres are now offering exciting high profile advertising opportunities.

- Open 24 hours a day, 365 days a year, they are located along the highways 401 and 400 corridor, among the busiest highways in North America
- Centres offer visitors dining options, washroom facilities and more
- Currently 19 centres operate with an OTMPC digital advertising kiosk
- Digital advertising kiosks face into the centre's dining room providing maximum visitor exposure
- Advertising opportunity: Service Centre corridor (east, west, central, or all) digital kiosks advertising with your 30-second spot within a 10-minute OTMPC book-ended loop, for one (1) year, April 1, 2014-March 31, 2015.



**500,000+**

People travel these Hwy. 401 and 400 routes daily

**4,320**

Minimum loop views per centre per month



See ONroute Service Centres Locations map, page 4.

**BOOK NOW!**

Complete, sign and fax back the 'Insertion Order', page 2, to 416-314-6976.

**INSERTION ORDER**

Agency (if submitting booking): \_\_\_\_\_  
 Tourism Organization/Advertiser: \_\_\_\_\_  
 Auth. Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Province/Postal Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Guidelines and suggestions**

1. Maximum one (1) 30-second ad booking per advertiser per corridor.
2. Advertiser will have the opportunity to provide refreshed final creative one (1) time during the contract period for fall/winter.
3. Video must be provided as final produced creative to specification (to be provided with e-confirmation) and should be brand-focused.
4. Advertising buy is for a 30-second spot within a 10-minute OTMPC booked-ended loop, for one (1) year, April 1, 2014-March 31, 2015

Corridor (# centres)	ONroute Service Centres Locations			Rate
<b>East (10)</b>	Bainssville Ingleside Mallorytown North Mallorytown South	Morrisburg Napanee Odessa	Port Hope Trenton North Trenton South	<input type="checkbox"/> \$10,000
<b>West (7)</b>	Cambridge North Cambridge South Dutton	North Tilbury South Tilbury	West Lorne Woodstock	<input type="checkbox"/> \$7,000
<b>Central (2)</b>		Barrie	King City	<input type="checkbox"/> \$5,000
<b>Subtotal</b>				<b>\$</b>
<b>Any 2 corridors</b>				<b>Less 10%</b> -
<b>All 3 corridors</b>				<b>Less 15%</b> -
<b>Subtotal</b> (subject to 13% HST)				<b>\$</b>

**SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS**  
**Materials Deadline: As soon as possible**

**SUBMIT INSERTION ORDER BY FAX ONLY TO 416-314-6976**  
**Questions? Call 1-888-365-4422 / 416-314-6314 or e-mail [otmp.sales@ontario.ca](mailto:otmp.sales@ontario.ca)**

**PAYMENT OPTIONS:**

<b>Option 1:</b> <input type="checkbox"/> Please invoice me. Payment is due within 30 days of receiving invoice.
<b>Option 2:</b> <input type="checkbox"/> Please charge the following credit card:
<b>Credit Card Type:</b> <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard
<b>Card Number:</b> _____ <b>CVC</b> (3-digit number from back of card): _____
<b>Expiry Date on Card:</b> <b>Month:</b> _____ <b>Year:</b> _____
<b>Name on Card:</b> _____
<b>Cardholder Signature:</b> _____

**CONFIRMATION:** If you do not receive a confirmation-of-booking within 3 business days, please contact the Ontario Tourism Marketing Partnership Corp., Partnership Development and Sales Department. **No order should be considered booked until you receive this confirmation.**

**MATERIALS:** Materials Shipping Slip(s) will be issued with electronic confirmation-of-booking.

**PAYMENT:** Rates are in Canadian dollars. If paying by credit card, please submit details as outlined above. If paying by cheque, please make it payable to: Ontario Tourism Marketing Partnership Corp., Attention: Accounts Receivable, 10 Dundas Street East, Suite 900, Toronto, ON M7A 2A1 and include a copy of the insertion order.

**Authorization** – I contract irrevocably with the Ontario Tourism Marketing Partnership Corp. (an agency of the Government of Ontario), on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document 'Terms of the Agreement' on page 3.

**Commitment Guarantee:** I understand that by signing and returning this Insertion Order, I am committing to purchase (if available), all opportunities above, and that should materials not be submitted, I am still liable for all charges noted above.

**Authorized Signature:** \_\_\_\_\_  
**Print Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## TERMS OF THE AGREEMENT

1. As the Advertiser, I understand that by signing and returning this insertion order, I am committing to purchase (if available), this program opportunity, and that should materials not be submitted for this program, I am still liable for all charges noted in the insertion order.
2. **The Advertiser's account must be in good standing with OTMPC before the Advertiser can participate in any new OTMPC programs.**
3. A completed copy of the insertion order must be faxed to OTMPC Partnership Development and Sales. Space is limited. Advertisers will be accepted on a first-come basis. The Publisher, Ontario Tourism Marketing Partnership Corporation (Ontario Ministry of Tourism & Culture) may cancel any advertisement without notice in order to accommodate pagination. The Publisher will issue the Advertiser a cheque for the full amount paid for advertising space (no interest shall be accrued).
4. Payment in full (including applicable taxes) along with a copy of the Insertion Order is due within 30 days of receipt of invoice, or immediately with credit card payment. Any bookings not fully paid will be subject to cancellation without notice.
5. Cancellations are not accepted after OTMPC receives Advertisers' signed Insertion Order.
6. Payment will not be refunded if Advertiser materials are not received by the materials deadline.
7. The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
8. The Publisher assumes no liability for errors or omissions.
9. If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word "advertisement" or "advertorial" at the top of the ad, without the consent of the advertiser.
10. Any condition in an Advertiser's contract, insertion order, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
11. Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
12. Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher's control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
13. The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
14. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
15. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
16. The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
17. Advertising agencies agree to pay all charges for advertising placed through their order, even in the event that the Advertiser makes no payment. The Publisher has the authority to hold both the Advertiser and the agency jointly or severally liable for such monies due and payable to the Publisher. In the event of non-payment of final amount by the booking deadline, the advertisement will not be run and any deposits not returned.
18. Failure to publish the advertising cancels the insertion order. In this event any payment will be returned, but the Advertiser agrees that this does not constitute breach of contract.
19. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
20. For print, ads with clip-out coupons will not be accepted.
21. Online ads must be provided in format requested. No other ad types will be accepted (e.g. no flash ads).

As of June 5, 2014

**ONROUTE SERVICE CENTRES LOCATIONS**

