

Print, Digital and E-mail ADVERTISING OPPORTUNITIES



Leverage OTMPC's NEW themed multi-media campaigns that will inspire domestic and U.S. consumers to dream, book, travel to, and share their Ontario getaway.

- OTMPC is transitioning to four (4) themed campaigns:
 - **Best of Ontario**, May-August – Summer is Ontario's time to shine. Inspire domestic and U.S. markets to spend their summer holidays exploring the absolute best Ontario has to offer.
 - **Local Insider**, September-November – The local hotspots across the province – the places you wouldn't know about if a local didn't tell you.
 - **Winter Holidays**, November-March – There's no place like Ontario during the holidays for gift ideas, getaways, and festivals & events.
 - **The Great North**, January-March – Northern Ontario's year-round outdoor experiences (hunting, fishing, recreational motorsports, and nature & adventure), attractions, festivals & events, and cities.
- Integrated multi-media campaign support (varies by theme): contest, digital advertising, e-mails, events, media relations, print and digital tablet publications, social media and TV drive to a refreshed www.ontariotravel.net
- Winter 2013/14 edition of ONTARIO tablet magazine made iTunes "What's Hot" list within the travel and regional section
- Advertising opportunities (aligned to above themes): print mini-magazines (English & French), digital tablets (English & French), brand e-mails, social media package

+171%

OTMPC Facebook and Twitter reach,
2013 over 2012

OTMPC Social Media fans/followers/viewership

Facebook-122,380; Twitter-11,520;
YouTube-3,683,047; Blog-69,549;
Instagram-1,823; Pinterest-1,620

As of Dec. 31, 2013

SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS

BOOK NOW!

Complete, sign and fax back the
'Insertion Order Part I and Part II',
pages 2 & 6 (along with applicable pages),
to 416-314-6976.

INSERTION ORDER PART I*

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



Consumer Segment Targets:
 Up & Coming Explorers Family Memory Builders
 Connected Explorers

Media	Distribution/Details	In-market (materials deadlines)	Ad Unit (qty. avail.)	Rate	AR # (internal use only)
Mini-magazine, English PRINT 7 7/8" w x 10 3/4" h, 28 pages (Includes ad in downloadable PDF and Flipbook on ontariotravel.net)	<ul style="list-style-type: none"> 1.25 million in U.S: via subscriber newspapers in New York City, NY (upstate), PA, and MI; <i>New Yorker</i> and <i>New York</i> magazines 400k in Ontario: via subscriber newspapers 60k as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres 	Week of (w/o) May 12 (March 6)	Inside front cover Inside back cover Outside back cover Full page (2) Marketplace 1/6 pg. Marketplace 1/12 pg. (Marketplace limited to max. 2 full pages) Limit one (1) ad per advertiser	<input type="checkbox"/> \$25,000 <input type="checkbox"/> \$25,000 <input type="checkbox"/> \$25,000 <input type="checkbox"/> \$21,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$3,000	R5001
Mini-magazine, French PRINT 7 7/8" w x 10 3/4" h, 24 pages (Includes ad in downloadable PDF and Flipbook on ontariotravel.net)	<ul style="list-style-type: none"> 470k in Quebec: distribution TBC 24k in Ontario: via subscriber newspapers 6k as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres 	w/o May 12 (March 6)	Inside front cover Inside back cover Outside back cover Full page (2)	<input type="checkbox"/> \$10,000 <input type="checkbox"/> \$10,000 <input type="checkbox"/> \$10,000 <input type="checkbox"/> \$7,000	R5002
English Digital Tablet	Extended version of English mini- magazine <ul style="list-style-type: none"> 17,327 / 12,635 overall ONTARIO digital tablets (English & French) app and folio downloads respectively 	w/o May 12 (April 10)	Full page (10) (static or interactive)	<input type="checkbox"/> \$2,500	R5003
French Digital Tablet	Extended version of French mini- magazine	w/o May 12 (April 10)	Full page (6) (static or interactive)	<input type="checkbox"/> \$500	R5004
Themed E-mail	OTMPC digital newsletter to database: 250,000 <u>E-mail Ad Criteria</u> Ad should have a valid special offer or value message	Week of May 16 Week of June 27 (5 weeks before deployment)	Templated banner (4) Templated banner (4)	<input type="checkbox"/> \$2,500 <input type="checkbox"/> \$2,500	R5005
Enhanced Social Media Promotion	Based on 1-day OTMPC social media visit and social channels postings: Facebook (2), Tweets during visit, Instagram (2), Vine videos (2), and blog. Content to be supplied for advertiser's re- deployment. See Social Media stats page 1.	Between May- August (Timing to be confirmed between advertiser and OTMPC)	Social media package (2)	<input type="checkbox"/> \$1,500 + OTMPC travel expenses	R5006
Best of Ontario Campaign Sub-total \$					

***INSERTION ORDER PART I MUST BE accompanied by, at minimum,
 INSERTION ORDER PART II, Page 6 (along with other applicable pages)**





Consumer Segment Targets:
Connected Explorers Knowledge Seekers

Media	Distribution/Details	In-market (materials deadlines)	Ad Unit (qty. avail.)	Rate	A/R # (Internal use only)
<p>Mini-magazine, English PRINT</p> <p>7 7/8"w x 10 3/4"h, Approx. 24 pages</p> <p>(Includes ad in downloadable PDF and Flipbook on ontariotravel.net)</p>	<ul style="list-style-type: none"> Approx. 1 million in U.S: NY (upstate), PA and MI; Approx. 400k in Ontario <p>Distribution via subscriber newspapers, and as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres</p>	<p>w/o September 8 (June 26)</p>	<p>Inside front cover* Inside back cover* Outside back cover* Full page (2) Marketplace 1/6 pg. Marketplace 1/12 pg. (Marketplace limited to max. 2 full pages)</p> <p>Limit one (1) ad per advertiser *See French print mini-magazine below</p>	<p><input type="checkbox"/> \$25,000 <input type="checkbox"/> \$25,000 <input type="checkbox"/> \$25,000 <input type="checkbox"/> \$21,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$3,000</p>	R5007
<p>Mini-magazine, French PRINT</p> <p>7 7/8"w x 10 3/4"h, Approx. 20 pages</p> <p>(Includes ad in downloadable PDF and Flipbook on ontariotravel.net)</p>	<p>10,000 as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres</p>	<p>w/o September 8 (June 26)</p>	<p>BONUS cover page ad for English cover page advertisers ONLY at no charge</p> <p>Select: <input type="checkbox"/> I WILL provide a French ad <input type="checkbox"/> I WILL NOT provide a French ad</p>		
<p>English Digital Tablet</p>	<p>Extended version of English mini-magazine (See Digital Tablet stats, Best of Ontario, page 2)</p>	<p>w/o September 8 (July 10)</p>	<p>Full page (10) (static or interactive)</p>	<p><input type="checkbox"/> \$2,500</p>	R5008
<p>French Digital Tablet</p>	<p>Extended version of French mini-magazine</p>	<p>w/o September 8 (July 10)</p>	<p>Full page (6) (static or interactive)</p>	<p><input type="checkbox"/> \$500</p>	R5009
<p>Themed E-mail</p>	<p>OTMPC digital newsletter to database: 250,000</p> <p><u>E-mail Ad Criteria</u> Ad should have a valid special offer or value message</p>	<p>Week of Sept. 5 Week of Oct. 10 (5 weeks before deployment)</p>	<p>Templated banner (4) Templated banner (4)</p>	<p><input type="checkbox"/> \$2,500 <input type="checkbox"/> \$2,500</p>	R5010
<p>Enhanced Social Media Promotion</p>	<p>Based on 1-day OTMPC social media visit and social channels postings: Facebook (2), Tweets during visit, Instagram (2), Vine videos (2), and blog. Content to be supplied for advertiser's re-deployment. (See Social Media stats page 1)</p>	<p>Between September - mid-November</p> <p>(Timing to be confirmed between advertiser and OTMPC)</p>	<p>Social media package (2)</p>	<p><input type="checkbox"/> \$1,500 + OTMPC travel expenses</p>	R5011
Local Insider Campaign Sub-total				\$	

This page MUST BE submitted with INSERTION ORDER PART I, page 2, and INSERTION ORDER PART II, page 6 (along with other applicable pages)

Tourism Organization/Advertiser: _____



WINTER



Consumer Segment Targets:

Up & Coming Explorers Family Memory Builders Connected Explorers Knowledge Seekers

Media	Distribution/Details	In-market (materials deadlines)	Ad Unit (qty. avail.)	Rate	A/R # (Internal use only)
<p>Mini-magazine, English PRINT</p> <p>7 7/8" w x 10 3/4" h, Approx. 24 pages</p> <p>(Includes ad in downloadable PDF and Flipbook on ontariotravel.net)</p>	<ul style="list-style-type: none"> Approx. 1 million in U.S.: NY (upstate), PA and MI Approx. 400k: Ontario <p>Distribution via subscriber newspapers, and as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres</p>	<p>w/o November 10 (September 4)</p>	<p>Inside front cover* Inside back cover* Outside back cover* Full page (7) Marketplace 1/6 pg. Marketplace 1/12 pg. (Marketplace limited to max. 2 full pages)</p> <p>Limit one (1) ad per advertiser *See French print mini-magazine below</p>	<p><input type="checkbox"/> \$25,000 <input type="checkbox"/> \$25,000 <input type="checkbox"/> \$25,000 <input type="checkbox"/> \$21,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$3,000</p>	R5012
<p>Mini-magazine, French PRINT</p> <p>7 7/8" w x 10 3/4" h, Approx. 20 pages</p> <p>(Includes ad in downloadable PDF and Flipbook on ontariotravel.net)</p>	<p>10,000 as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres</p>	<p>w/o November 10 (September 4)</p>	<p>BONUS cover page ad for English cover page advertisers ONLY at no charge</p> <p>Select: <input type="checkbox"/> I WILL provide a French ad to specs <input type="checkbox"/> I WILL NOT provide a French ad</p>		
<p>English Digital Tablet</p>	<p>Extended version of English mini-magazine (See Digital Tablet stats, Best of Ontario, page 2)</p>	<p>w/o November 10 (September 25)</p>	<p>Full page (10) (static or interactive)</p>	<p><input type="checkbox"/> \$2,500</p>	R5013
<p>French Digital Tablet</p>	<p>Extended version of French mini-magazine</p>	<p>w/o November 10 (September 25)</p>	<p>Full page (6) (static or interactive)</p>	<p><input type="checkbox"/> \$500</p>	R5014
<p>Themed E-mail</p>	<p>OTMPC digital newsletter to database: 250,000</p> <p><u>E-mail Ad Criteria</u> Ad should have a valid special offer or value message</p>	<p>Week of Nov. 21 Week of Jan. 15 (5 weeks before deployment)</p>	<p>Templated banner (4) Templated banner (4)</p>	<p><input type="checkbox"/> \$2,500 <input type="checkbox"/> \$2,500</p>	R5016
<p>Enhanced Social Media Promotion</p>	<p>Based on 1-day OTMPC social media visit and social channels postings: Facebook (2), Tweets during visit, Instagram (2), Vine videos (2), and blog. Content to be supplied for advertiser's re-deployment (See Social Media stats page 1)</p>	<p>Between mid-November - March</p> <p>(Timing to be confirmed between advertiser and OTMPC)</p>	<p>Social media package (2)</p>	<p><input type="checkbox"/> \$1,500 + OTMPC travel expenses</p>	R5016
Winter Holiday Campaign Sub-total \$					

This page **MUST BE** submitted with **INSERTION ORDER PART I, page 2, and INSERTION ORDER PART II, page 6 (along with other applicable pages)**

Tourism Organization/Advertiser: _____





Consumer Segment Targets:

Up & Coming Explorers Connected Explorers Avid Consumers/Special Interest Travellers

Media	Distribution/Details	In-market (materials deadlines)	Ad Unit (qty. avail.)	Rate	AFR # (Internal use only)
<p>Mini-magazine, English PRINT</p> <p>7 7/8" w x 10 3/4" h, Approx. 24(+) pages</p> <p>(Includes ad in downloadable PDF and Flipbook on ontariotravel.net)</p>	<ul style="list-style-type: none"> Approx. 1 million in U.S: NY (upstate), MI, PA, WI and MN Up to approx. 400k: Ontario, MB and QB <p>Distribution via targeted retailer(s), consumer shows and as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres</p>	<p>January 2015 (November 6)</p>	<p>Available quantities TBC Cover page Full page Marketplace 1/6 pg. Marketplace 1/12 pg.</p> <p>Limit one (1) ad per advertiser</p>	<input type="checkbox"/> \$25,000 <input type="checkbox"/> \$21,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> \$3,000	R5017
<p>Mini-magazine, French PRINT</p> <p>7 7/8" w x 10 3/4" h, Approx. 20(+) pages</p> <p>(Includes ad in downloadable PDF and Flipbook on ontariotravel.net)</p>	<p>10,000 as fulfillment via request on ontariotravel.net, 1-800-ONTARIO call centre, Ontario Travel Information Centres (OTICs) & regional travel centres</p>	<p>January 2015 (November 6)</p>	<p>Details TBC</p>		R5018
<p>English Digital Tablet</p>	<p>Extended version of English mini-magazine (See Digital Tablet stats, Best of Ontario, page 2)</p>	<p>January 2015 (November 20)</p>	<p>Full page (10) (static or interactive)</p>	<input type="checkbox"/> \$2,500	R5019
<p>French Digital Tablet</p>	<p>Extended version of French mini-magazine</p>	<p>January 2015 (November 20)</p>	<p>Full page (6) (static or interactive)</p>	<input type="checkbox"/> \$500	R5020
<p>Themed E-mail</p>	<p>OTMPC digital newsletter to database: 250,000</p> <p><u>E-mail Ad Criteria</u> Ad should have a valid special offer or value message</p>	<p>Week of Jan. 30 Week of Mar. 6 (5 weeks before deployment)</p>	<p>Templated banner (4) Templated banner (4)</p>	<input type="checkbox"/> \$2,500 <input type="checkbox"/> \$2,500	R5021
<p>Enhanced Social Media Promotion</p>	<p>Based on 1-day OTMPC social media visit and social channels postings: Facebook (2), Tweets during visit, Instagram (2), Vine videos (2), and blog. Content to be supplied for advertiser's re-deployment (See Social Media stats page 1)</p>	<p>Between January-March 2015</p> <p>(Timing to be confirmed between advertiser and OTMPC)</p>	<p>Social media package (2)</p>	<input type="checkbox"/> \$1,500 + OTMPC travel expenses	R5022
The Great North Campaign Sub-total				\$	

This page MUST BE submitted with INSERTION ORDER PART I, page 2, and INSERTION ORDER PART II, page 6 (along with other applicable pages)

Tourism Organization/Advertiser: _____



INSERTION ORDER PART II*

Tourism Organization/Advertiser: _____

CAMPAIGN	SUBTOTAL	from page
Best of Ontario	\$	2
Local Insider	\$	3
Winter Holiday	\$	4
The Great North	\$	5
GRAND TOTAL (subject to 13% HST)	\$	

SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS

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

PAYMENT OPTIONS:

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

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 7.

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:** _____

***INSERTION ORDER PART I, page 2, MUST BE accompanied by, at minimum, this INSERTION ORDER PART II, page 6 (along with other applicable pages)**

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