



Saint
Awesome

BENEFITS OF
MEMBERSHIP

Becoming a member of **Discover Saint John** shines a spotlight on your business – putting you front and centre for visitors to Saint John.

Our two membership levels mean that there’s a package that’s right for your business. 

	INDUSTRY-CLASS MEMBERS	ASSOCIATE-CLASS MEMBERS
WEBSITE / MOBILE APP		
Basic listing (Business name, address, phone number)	✓	✓
Email address (hyperlinked)	✓	
Website (hyperlinked)	✓	
Business logo or image	✓	
350-character description	✓	
Event Calendar listings (opportunity to list your visitor-relevant events)	✓	
Packaging (qualified packages will be featured online)	✓	
Accommodations: Listed in Jack Rabbit Referral Engine on DiscoverSaintJohn.com	✓	
<i>Note:</i> Businesses are listed on the website based on membership tier (Premium web profiles followed by Industry-Class Members followed by Associate-Class Members; Alphabetical order within each group)		

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	INDUSTRY-CLASS MEMBERS	ASSOCIATE-CLASS MEMBERS
ELECTRONIC VISITOR KIOSKS		
Basic listing (Business name, address, phone number)	✓	✓
Email address	✓	
Website	✓	
Business logo or image	✓	
350-character description	✓	
Event Calendar listings (opportunity to list your visitor-relevant events)	✓	
Restaurant menus displayed in pdf	✓	
Note: Businesses are listed on the e-kiosks based on membership tier (Premium web profiles followed by Industry-Class Members followed by Associate-Class Members; Alphabetical order within each group)		
SOCIAL MEDIA		
Social media activity on the following platforms – Facebook, Twitter, Instagram, Pinterest, SnapChat	✓	
VISITOR GUIDE		
Basic listing (Business name, address, phone number)	✓	✓
Email address	✓	
Website	✓	
Call out symbol indicating membership status	✓	
Accommodations only: Listed at the beginning of the accommodations category (alphabetically) and before associate-class member accommodations	✓	
Accommodations only: Company logo	✓	
Accommodations only: 200-character description	✓	
VISITOR INFORMATION CENTRE		
Preferred placement of marketing collateral (supplied by the member)	✓	
Restaurant menus displayed at the City Hall VIC and Highway 1 West VIC	✓	
OTHER		
Delegate Discount Program (opportunity to participate in program at no cost, listing includes logo, discount and street address or phone number)	✓	
Advertising – Visitor Guide - Opportunity to purchase ad space in the guide and map at a much lower rate than associate-class members	✓	
Advertising – Option to upgrade to Premium Web Profile	✓	
Advertising – E-Kiosks – Option to purchase banner ad	✓	
Advertising Bundles – Option to purchase advertising bundles	✓	
Weekly Front Line Staff updates – Opportunity to list your visitor-relevant events in weekly email to approx. 350 recipients	✓	
Regular updates and newsletters from Discover Saint John	✓	✓
Discover Saint John membership decal	✓	✓