



ADVERTISING RATE CARD



YES!

VISITOR GUIDE ADS

- 140,000+ visitor guides are distributed annually (116,000 English, 28,500 French)
- Mailed to visitors who request it online, by mail or by phone
- Placed in all New Brunswick Provincial and Municipal Visitor Information Centres
- Distributed in the Saint John Visitor Information Centres and by the Mobile VIC team
- Distributed throughout the greater Saint John region to hotels, attractions and restaurants as well as banks, doctor offices, gas stations, etc.
- Distributed at the Saint John Airport, Bay Ferries (Saint John and Digby terminals as well as onboard), and the Visitor Information Centre in Digby (Nova Scotia)
- Provided to delegates of meetings, conventions, special events, and sporting events
- Provided to visiting cruise ship passengers
- Posted on our website for download and online viewing
- Complete artwork must be provided in both English & French

RATES

Industry-Class Members

- Back Cover \$3,075
- Double-Page Spread \$3,075
- Full page \$2,095
- Half page \$1,155
- Quarter page \$595

Associate-Class Members

- Full page \$2,925
- Half page \$1,725
- Quarter page \$895



IMPORTANT DATES Booking deadline – January 16, 2020 Material deadline – January 30, 2020

YES!

ELECTRONIC KIOSK BANNER ADS

- Electronic kiosks locations: Saint John City Market, Market Square, Marco Polo Cruise Terminal, Lancaster Mall, and Skywalk Saint John.
- Maximum 6 banners per e-kiosk
- Banners rotate every 5 seconds
- Option to swap out banner creative throughout the term
- Rotating banner ad on 1, 3 or 5 Discover Saint John e-kiosks
- **Exclusively available to Industry-Class Members**

# OF UNITS	Months	Cost
1	12 months	\$395
3	12 months	\$975
5	12 months	\$1395
1	Monthly	\$65

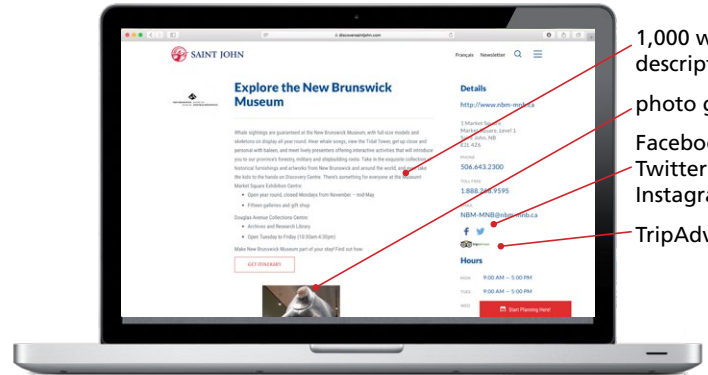




YES! PREMIUM WEB PROFILE

- Organization's name
- Address
- Phone number / Toll free number
- Hours of Operation
- Google Map
- Logo and image of the organization
- Hyperlinked email address and website
- 1,000-character description
- Photo gallery (multiple images)
- Facebook, Twitter and Instagram links to member's page
- YouTube videos
- Trip Advisor and Yelp links
- Priority listing placement on DiscoverSaintJohn.com and Electronic Kiosks (Premium web profiles appear before other listings in alphabetical order).
- **Exclusively available to Industry-Class Members**

RATE
\$275 per year



- 1,000 word description
- photo gallery
- Facebook
- Twitter
- Instagram
- TripAdvisor/Yelp

ADVERTISING BUNDLES

Exclusively available to Industry-Class Members

YES! Major Impact

- Full page Visitor Guide ad
- Premium web profile

RATE:
\$2,235

You save:
\$135

YES! Mid-size Mix

- Half page Visitor Guide ad
- Premium web profile

RATE:
\$1,305

You save:
\$125

YES! Basic Bundle

- Quarter page Visitor Guide ad
- Premium web profile

RATE:
\$750

You save:
\$120

YES! I would like to advertise!

Company name: _____

Contact name: _____

Phone number: _____

Email address: _____

Signature: _____

Please note: full artwork specifications will be supplied upon booking.

DISCOVER DÉCOUVREZ
SAINT JOHN
DiscoverSaintJohn.com



Contact Us

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for more information