

TOURISM PEI ADVERTISING OPPORTUNITIES 2006



TOURISM
ADVISORY
COUNCIL
PRINCE EDWARD ISLAND

*The most cost-effective
way to advertise your
tourism operation.*

*Prince
Edward
Island*
TOURISM

Great things are happening at peiply.com

The Internet has become an integral element in Tourism PEI's marketing campaign and its official tourism website is featured prominently in all marketing materials.

As of July 2005, traffic to www.peiply.com and ipevacances.com has increased more than 45% over 2004. The online advertising is generating increased inquiries and is proving to be one of the most cost effective vehicles of the campaign. As well, the e-newsletter subscription list has grown to more than 120,000 subscribers and continues to have an above-average open rate.

"Lovin' all the detailed info here on this site with so many things to do, see, view, understand and explore. Great job in design and outlay of this wonderful place to visit and perhaps live."

Bill, Fayetteville, NC, received via email

New for 2006!

- A new website structure and design will be launched for the 2006 marketing campaign.
- Preferred pricing for "web only" listings.
- The addition of an icon to the search results so consumers can see at a glance which listings feature photos.
- The addition of two thumbnail size photos to the existing photo listing layout which when clicked can be viewed at a larger size in a new window.

Online Advertising

Opportunities for online advertising in the form of buttons, banner ads and message boards will be offered again in 2006. As the new website structure and design takes shape, watch for new opportunities to be presented.

Banners: \$10-\$20 for 1000 impressions

Buttons: \$10-\$20 for 1000 impressions

Message boards: \$20 per month

E-newsletters

Another success story has been our e-newsletter program. These offer an exciting and very flexible way to communicate your message to our subscribers. E-newsletters are distributed throughout the year in English and in French to a combined list of almost 120,000 subscribers who have expressed an interest in learning more about Prince Edward Island. Content includes new attractions, activities and accommodation features; special-value offers; seasonal themes and recipes; and upcoming festivals and events.

Button ads: \$100

Advertorial: \$200

CALL REBECCA (902) 892-1115 TO PLACE ORDERS



Banner Ad

Available on English, French or Japanese version of peiplay.com.

Prince Edward Island

Cross over to a different world

It's lobster season on the Island
Love lobster? [View recipes, quick facts and trivia](#) about Prince Edward Island's famous delicacy.

Free family lobster dinner at Delta hotels!
This summer, stay at two or more Delta hotels in Atlantic Canada between June 15 and September 5 and be treated to a FREE family lobster dinner with all the trimmings (\$140 value). It's just their way of saying "Thank you" for choosing Delta hotels this summer.* Find out more at [www.deltahotels.com/lobsterlover](#) or call 1-800-268-1133. *void [www.deltahotels.com/lobsterlover](#) for conditions and participating properties.

Pick a package starting at only \$49.95/couple
Choose from more than 50 [Island Value Vacations](#) - vacation packages starting at just \$49.95/couple. Many include great extras like theatre tickets, admission fees or lobster suppers, making vacation planning easy and affordable.

Top 10 festivals & events
Prince Edward Island's festival and events line-up looks as lively as ever. [Check out this year's top ten!](#)

A great way to spend the day
[Taxi-ops of land, roads-made, itineraries.](#) They take you in, around and off the beaten path on Prince Edward Island.

Top 10 things to do
There are so many things to see and do across PEI. [Don't miss these top ten during your visit!](#)

PEI Heritage Passport 2005
[Museums and Heritage Prince Edward Island's](#) seven sites tell the authentic Island story. For a great deal, try a PEI Heritage Passport, which provides admission to four of the seven Museum and Heritage sites during the 2005 season.

[For a full list, visit, festivals and events](#)

Get your guide!
Order a FREE 2005 Visitors Guide

Take a peek
Can't wait to get your guide? Pop through our virtual Visitors Guide

Featured Value Vacations (opens as PDF)
* and Getaways from 1.75/couple

- Dreaming of Romance from \$2.50/couple
- Getaway Value \$59.95/couple
- More Value Vacations



Button Ad

Available on English, French or Japanese version of peiplay.com.

E-Newsletter

Sent to English, French and specialty mailing lists.

The 2006 Visitors Guides (English and French)

The Prince Edward Island Visitors Guide has always been a leader in terms of content and presentation as well as in sales generation. In 2006, we will print more than 300,000 copies of the English guide and 100,000 copies of the French-language guide. The guides are also available as PDF downloads from our website.

VISITORS GUIDE WORD LISTINGS

Still the best value to describe your business! Word listings are available in print and on the Tourism PEI website. For applications contact Phyllis MacKenzie (902) 368-4447.

This year a new pricing structure offers you greater flexibility; operators may choose to advertise in either the print or the on-line version of the Guide, or purchase both for a combined price that is the same as the 2005 listings. And as last year, for the same price, your listings will be presented in both English and French versions of the Visitors Guide.

New Options for 2006

You may choose to purchase both print and website listings as in 2005; the fees have not changed for this option. GST included.

	Print	Web	Print & Web
Basic Listing	\$80.25	\$64.20	\$107.00
Listing plus 30 words ..	\$144.45	\$101.65	\$220.42
Listing plus 60 words ..	\$208.65	\$133.75	\$291.04
Listing plus 90 words ..	\$267.50	\$155.15	\$360.59

Early Discount: (applies only to combined Print & Web prices immediately above): Submit and pay for your word listing on or before the deadline, Wednesday, August 31, 2005 and receive a \$25 discount off basic listing and \$50 off other listings.

VISITORS GUIDE PHOTOS

A picture is worth a thousand words—purchase a photo to accompany your paid word listing in the print guide, the website or both! For information contact Rebecca McQuaid, 892-1115.

	Print	Web	Print & Web
English Guide	\$430.00	\$125.00	\$479.00
French Guide	\$215.00	\$79.00	\$265.00

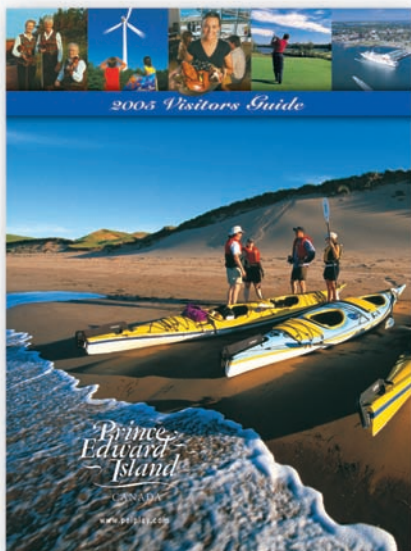
*second photo \$25.00

VISITORS GUIDE FULL-COLOUR DISPLAY ADS

Stand out and be noticed for as little as \$1,450... that's less than 1/2 cent a copy.

	ENGLISH	FRENCH
1/8 Page.....	\$1,450.....	\$495
1/4 Page.....	\$2,499.....	\$895
1/2 Page.....	\$4,750.....	\$1,665
Full Page	\$8,511.....	\$2,754
Back Cover	\$12,065.....	\$5,500
Inside Back Cover	\$10,125.....	\$4,825
Inside Front Cover	\$12,065.....	\$5,500
BRC	\$2,500.....	\$1,200
French Package		\$375

CALL REBECCA (902) 892-1115 TO PLACE ORDERS



2006 Visitors Guide

320,000 copies distributed.

VISITORS GUIDE

Word Listing

Photos

Fractional Display Ads

Full-Page Display Ads

ORDER BY

August 31

October 3

October 3

October 3

MATERIAL DUE

August 31

October 3

October 24

November 28



2006 Guide de l'Île

100,000 copies distributed.

GUIDE DE L'ÎLE

Word Listing

Photos

Display Ads

ORDER BY

August 31

October 3

October 3

MATERIAL DUE

August 31

October 3

December 30

Travel Maps (English and French)

What is read more by visitors than the Island's travel map? With 400,000 English and 125,000 French maps distributed in mail-out kits, across the Island at Visitor Information Centres and through tourism operators, this is high impact advertising at its best!

	ENGLISH	FRENCH
Back Panel.....	\$7,625.....	\$1,260
Inside Block Ad (limit 5) ..	\$2,425.....	\$580
Inside Card Ad (limit 10) ..	\$590.....	\$275

Island Values Booklet New for 2006!

This new full-colour publication will include coupons and vacation packages:

Island Experience - packaged day experiences

Holiday Packages - packages including accommodations

Value Offers - discount coupons or value-added incentives.

COUPONS	Print	Web	Print & Web
English	\$395	\$125	\$465

PACKAGES	Print	Web	Print & Web
English Single	\$375	\$225	\$460
English Double	\$695	\$375	\$815

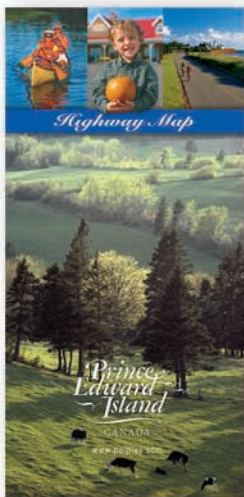
DISPLAY ADVERTISEMENTS

Full Page	\$2,200
1/2 Page	\$1,200
Back Cover	\$7,425
Inside Back Cover	\$3,665
Inside Front Cover	\$3,665

"I have been a participant in the Co-op Advertising Program for some time and have found the Value Vacation Packaging promotions particularly valuable to the Barachois Inn. The Barachois Inn has been able to identify increased sales for our property through the Co-op program."

Judy MacDonald, Barachois Inn

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2006 Travel Maps

400,000 English copies distributed.

125,000 French copies distributed.

TRAVEL MAPS

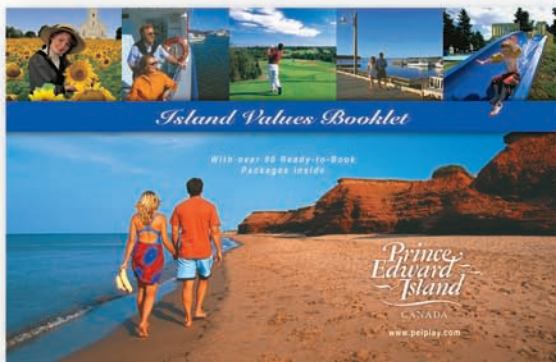
Display Ads

ORDER BY

October 3

MATERIAL DUE

November 7



2006 Island Values Booklet

200,000 Copies distributed.

AVAILABLE

Packages

Coupons

Display Ads

ORDER BY

October 3

October 3

October 3

MATERIAL DUE

October 24

October 24

November 7

PEI Parks Brochure Confederation Trail Map

Look for an exciting combination in 2006 of a digest-size booklet featuring Provincial Parks and a full-size Confederation Trail Map. The booklet and map will be distributed together in vacation planning kits as well as at trade shows in Montréal, Québec and Toronto. Distribution approximately 75,000.

PEI PARKS GUIDE

1/4 Page	\$500
1/2 Page	\$950
Full Page	\$1,800
Back Cover.....	\$3,200
Inside Back Cover....	\$3,200
Inside Front Cover...	\$3,200

TRAIL MAP

Block Ad	\$400
Back Panel	\$1,800

Magazine Co-op Offers

Yankee Magazine

Back and better than ever! Reach 285,000 affluent readers with your 2" x 2" full-colour block ads placed opposite Tourism PEI's full-page, full-colour ad.

\$545 each for April or May issue

\$1,050 for both April and May issues

AAA/CAA Tourbook

Circulates to more than half a million auto club members across North America. Full-colour co-op ads will run on a two-page spread, topped by the Tourism PEI message and toll-free number. Regular rate would be \$2,500.

Co-op price: \$1,900 each (provide digital artwork)

Touring

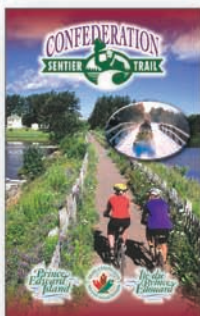
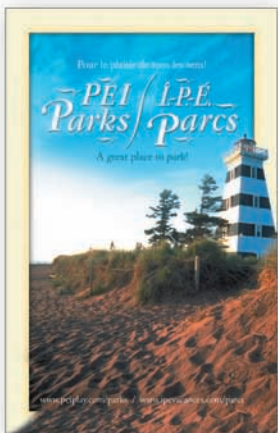
Touring is the CAA magazine for Québec. Total distribution is 580,000, approximately 500,000 French and 80,000 English. Booking ad space places you in both the English and French publication. \$805 for a 1/4 page ad in this full-size magazine (artwork is to be supplied in both English and French).

Maritime Co-op TV and Radio

Fantastic Value... increase your Maritime media exposure.

For every dollar of air time you purchase, will be matched by 35% to a maximum contribution of \$15,000. In return the Tourism Advisory Council requires three seconds of airtime for the Tourism PEI logo. Call for details; some conditions apply.

CALL REBECCA (902) 892-1115 TO PLACE ORDERS



2006 PEI Parks Brochure and Confederation Trail Map

75,000 copies of PEI Parks Brochure and Confederation Trail Map distributed.

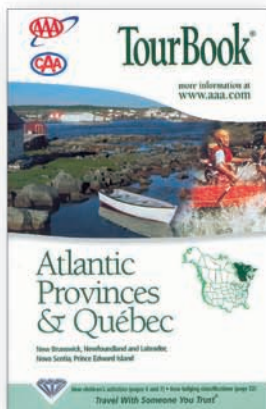


2006 Yankee Magazine

285,000 copies distributed. Ads are now full colour!

ORDER BY
October 4

MATERIAL DUE
January 20



2006 AAA/CAA Tourbook

500,000 copies distributed in North America.

ORDER BY
August 8

MATERIAL DUE
August 22

Maritime Direct Mail

A new format for 2006! The Spring and Fall Direct Mail program will include both traditional print and new website formats.

Spring Fun Guide

Kick off the season with an ad in a revised Spring publication. This is a great opportunity to have your message delivered directly to 200,000 Nova Scotia and New Brunswick households. Spring Maritime Direct is a very effective way to reach your potential Maritime customers. Delivery in mid to late May.

Great Fall Escapes

Be part of the Province's largest fall packaging campaign. The Fall publication will reach 200,000 Nova Scotia and New Brunswick households and will be supported by an extensive advertising campaign. Place your package ad here for great results! Delivery in mid to late August.

SPRING OR FALL DIRECT MAIL

1/8 Page.....	\$365
1/4 Page.....	\$710
1/2 Page.....	\$1,275
Full Page	\$2,100
Back Cover.....	\$3,350
Inside Back Cover	\$2,755
Inside Front Cover.....	\$2,755

2006 Spring Direct Mail

Order by February 20

Material due March 20

2006 Fall Direct Mail

Order by June 14

Material due July 4

Consumer Shows

Montréal Summer Holiday Show

April 7-9, 2006

Reach upwards of 36,000 Québec consumers in one weekend at this popular event.

Québec City Summer Holiday Show

April 21-23, 2006

Reach upwards of 33,000 Québec consumers at this ever-growing show.

Toronto Travel & Leisure Show

April 6-9, 2006

Reach upwards of 20,000 Toronto-area consumers.

Tourism PEI will acquire four spaces in Montréal and two spaces in the Québec and Toronto shows. Opportunities exist for associations/sectors to purchase space within the Prince Edward Island section. Partner costs will be based on the number of private sector participants. Tourism PEI will arrange for the booth space and coordinate the transport of pre-packaged literature. Partners will be responsible for travel-related costs. Book early as space is limited. Deadline is November 7, 2005.

"I've been vacationing on PEI for the past 15 years and have always been made to feel most welcome and had a wonderful visit. I want to tell you that I've always thought your Visitors Guides have been designed perfectly. And the website – it couldn't be better. Your planners always know what tourists are going to need to know to have a well planned vacation. We'll see you in two weeks. Thank you for welcoming so many strangers to your special Isle."

David White, Ontario, via e-mail

TO PLACE ORDERS

Call Rebecca (902) 892-1115

Fax (902) 892-3300

rebecca@dunneconsulting.ca



Dunne Consulting Inc.
124 Sydney Street, Charlottetown
Prince Edward Island C1A 1G4

The 2006 Tourism Advisory Council Advertising Co-op
Program is marketed on behalf of Tourism PEI
by Dunne Consulting Inc.

All advertisers please note:

Changes to advertisements cannot be accepted by telephone.

Discounts – Advertisers who purchase one display advertisement (at list price) in the Visitors Guide are entitled to a 20% discount on additional ads of equal or lesser value in other print publications. This offer does not apply to Visitors Guide, radio and television, or trade shows.

Advertisers who purchase one advertisement in the Visitors Guide are entitled to a 50% discount on the list price of a photo.

Advertisers who have purchased three or more full pages of display advertising in the Visitors Guide are entitled to a 10% discount on the third and subsequent pages purchased. Multiple page advertising orders are subject to availability. Multiple page purchases must run consecutively.

Book early, space is limited.