

TO PLACE ORDERS

Call Rebecca (902) 892-1115

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Dunne Consulting Inc.

124 Sydney Street, Charlottetown
Prince Edward Island C1A 1G4

The 2007 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 5% 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.

TOURISM PEI ADVERTISING OPPORTUNITIES 2007



TOURISM
ADVISORY
COUNCIL
PRINCE EDWARD ISLAND

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

*Prince
Edward
Island*
TOURISM

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Great things are happening at gentleisland.com

2006 was a great year for website improvements. [Gentleisland.com](http://gentleisland.com) has a new look and feel which reflects The Gentle Island brand and advertising campaign. Another improvement was the update of ad sizes to coincide with industry standards.

As of July 2006, traffic to gentleisland.com and douceurdelile.com has increased more than 55% over the same period in 2005, with over 11,000 average daily sessions so far this year. The online advertising is generating increased inquiries and is proving to be one of the most cost-effective vehicles of the marketing campaign. As well, the e-newsletter subscription list continues to grow with more than 120,000 subscribers and an above-average open rate.

"Very informative site. My daughter will be attending UPEI's vet camp this summer and I have found the info to plan our stay. Thanks."

David Lambert, NL, Canada, received via email

Online Advertising

For 2007 take advantage of the increased traffic to gentleisland.com. Industry statistics tell us more people than ever are planning and booking their holidays online.

- Rotating Website Advertisements. More popular than ever online rotating web ads. New pricing structure for 2007, you only pay for the traffic delivered directly to your website. The best way to be noticed! **Advertising Rate:** \$1 per click thru.
- Message Boards are a great way to promote specific offers on a monthly basis; located within your individual wordlisting online. **Advertising Rate:** \$20 per month.
- Today's Best Deals! This will be an online opportunity to post specials or discounts. The best place to showcase current offerings. **Advertising Rate:** \$175 per year with a small change fee.
- Website Photos. Purchase a web photo to enhance your wordlisting online. A camera icon is placed next to your listing automatically to let customers know they will see a picture of your business. **Advertising Rate:** Web only \$150, In addition to print \$59.
- Additional website photos are an excellent way to make a great impression. Two thumbnail photos can be added to your web listing. **Advertising Rate:** \$29 per photo.

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 120,000 subscribers who have expressed an interest in learning more about Prince Edward Island.

Button ads: \$100

Advertorial: \$200



Rotating Web Ad

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



Rotating Web Ad

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

E-Newsletter

Sent to English, French and specialty mailing lists.

The 2007 Your Island Guides (English and French)

The Prince Edward Island Your Island Guide has always been a leader in terms of content and presentation as well as in sales generation. In 2007, we will print 300,000 copies of the English guide and 65,000 copies of the French-language guide. The guides are also available as PDF downloads from our website. The number of downloads has increased substantially, in the past two years with over 18,000 downloads in the first six months of 2006.

ISLAND 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.

Options for 2007

You may choose to purchase both print and website listings or purchase your word listing individually. Fees do not include GST and are the same as 2006.

	Print	Web	Print & Web
Basic Listing	\$75.00	\$60.00	\$77.00
Listing plus 30 words ..	\$135.00	\$95.00	\$160.00
Listing plus 60 words ..	\$195.00	\$125.00	\$225.00
Listing plus 90 words ..	\$250.00	\$145.00	\$290.00

ISLAND 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	\$150.00	\$489.00
French Guide	\$215.00	\$95.00	\$275.00

ISLAND 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
*Island Guide Kit Insert	\$2,500	\$1,200
French.Package.....		\$375

* Limited number available. Kit insert must be approved by The Tourism Marketing Authority.

"51% of respondents said they were interested or extremely interested in visiting a destination after they received print literature, only 19% said this before they received the literature."

Tourism Magazine, Vol. 3, Issue 6, June 2006,
Canadian Tourism Commission, www.canadatourism.com

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2007 Visitors Guide
300,000 copies distributed

VISITORS GUIDE	ORDER BY	MATERIAL DUE
Word Listing	August 31	August 31
Photos	October 3	October 3
Fractional Display Ads	October 3	October 24
Full-Page Display Ads	October 3	November 28



2007 Guide de l'île
65,000 copies distributed

GUIDE DE L'ÎLE	ORDER BY	MATERIAL DUE
Word Listing	August 31	August 31
Photos	October 3	October 3
Display Ads	October 3	December 29

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Travel Maps (English and French)

What is read more by visitors than the Island's travel map? With 400,000 English and 70,000 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.....	\$7,850.....	\$1,295
Inside Block Ad (limit 5) ..	\$2,500.....	\$600
Inside Card Ad (limit 10) ..	\$605.....	\$285

Genuine Island Experiences New for 2007!

A fresh approach to packaging will be featured in this new brochure for 2007. New categories and original Gentle Island content promise to deliver memorable customer experiences.

The three main grouping are below:

Jaunts - out and back in a morning, afternoon or evening.

Excursions - the better part of a day.

Getaways - packaged multi-day experiences.

PACKAGES	Print	Web	Print & Web
Jaunts & Excursions	\$295	\$175	\$360
Getaways Single	\$375	\$225	\$495
Getaways Double	\$695	\$375	\$865

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

"Packages have been the fastest growing segment of our market for the last 4-5 years."

Phil Wood, Resort at Cavendish Corner



2007 Travel Maps

400,000 English copies distributed.

70,000 French copies distributed.

TRAVEL MAPS	ORDER BY	MATERIAL DUE
Display Ads	October 3	November 7



2007 Genuine Island Experiences

200,000 Copies distributed.

AVAILABLE	ORDER BY	MATERIAL DUE
Packages	October 3	October 24
Display Ads	October 3	November 7

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PEI Parks Brochure Confederation Trail Map

Look for an exciting combination in 2007 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



2007 PEI Parks Brochure and Confederation Trail Map

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

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.

\$565 each for April or May issue

\$1,085 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: \$1,960 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. \$830 for a 1/4 page ad in this full-size magazine (artwork is to be supplied in both English and French).

"I have been a participant in the Co-op Advertising Program for some time. The Barachois Inn has been able to identify increased sales for our property through the Co-op program."

Judy MacDonald, Barachois Inn

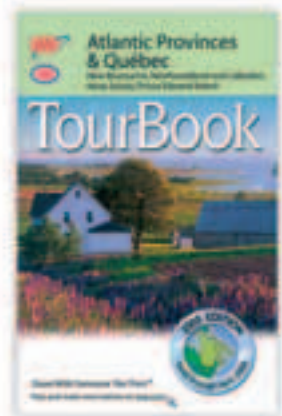


2007 Yankee Magazine

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

ORDER BY
October 4

MATERIAL DUE
January 19



2007 AAA/CAA Tourbook

500,000 copies distributed in North America.

ORDER BY
August 8

MATERIAL DUE
August 22

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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 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. Place your package ad here for great results! Delivery in mid 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

2007 Spring Direct Mail

Order by February 20
Material due March 20

2007 Fall Direct Mail

Order by June 14
Material due July 4

Maritime Co-op TV and Radio

Fantastic Value... increase your Maritime media exposure. 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.

Direct Mail and Free Standing Inserts

Throughout the year Tourism PEI sends DM's and FSI's to Ontario, Quebec and New England. Please let us know if you are interested. Prices vary based on the opportunity.



Spring Fun Guide
200,000 copies distributed



Great Fall Escapes
200,000 copies distributed



Direct Mail Insert

"I have been purchasing the fall packaging since tourism started this advertising program. It certainly works for me because the phones start ringing as soon as the public receives the information."

John Brewer, Anne's Windy Poplars Cottage Resort