



## **This Year, There's No Place Like Home.**

Dear Tourism Partner,

Spring is here! Get ready for fresh air, warm weather, and most importantly, the **2006 Resident Advertising Program**. This year we've developed a refreshing new campaign to remind people that there's no place like Newfoundland & Labrador for great getaways.

For as little as \$250, you can be part of this campaign with over \$250,000 in advertising value. This year's theme is "No Place Like Home" and includes the following components:

- Television Campaign
- Radio Campaign
- Customized Website
- Flexible Online Coupons

The television and radio campaign will drive residents to a new website, [www.NoPlaceLikeHome.travel](http://www.NoPlaceLikeHome.travel), which features discount coupons and getaway packages from tourism operators province-wide.

**Purchasing a coupon for the program and promoting a value offer online will attract more visitors to your business this year.**

The 2006 program is divided into three seasons (Spring, Summer and Fall), so you can develop a different offer for every season. Value packages will also make your coupons more appealing. Each season costs \$250, while the full program is only \$500 for all three seasons. That's one season completely free!

Inside you'll find everything you need to get started, including package ideas and contract sheets. **Hurry, the spring booking deadline is May 26, 2006.**

Sincerely,

Newfoundland and Labrador Tourism

# Newfoundland & Labrador – 2006 Resident Advertising Program

## What's In The Program?

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- Television Campaign** TV commercials will run periodically to drive residents to the website. A TV contest also motivates viewers to take in-province getaways.
- Radio Campaign** Radio spots promote the website and drive the program. Announcer tags promote upcoming events in the province.
- Customized Website** www.NoPlaceLikeHome.travel features getaway packages and value coupons from operators across the province.
- Flexible Coupons** Promote your business with a coupon on our website. Update it every season to test new offers and package ideas.

## How Much?

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- Cost** \$250.00 per season  
\$500.00 for all three seasons (save \$250.00)
- Coupons are updated each season. Changes during a season are only \$75.00.
- Please make your cheque payable to Target Marketing & Communications Inc.  
Full payment (including applicable taxes) and all materials due by booking deadline.

## What Are The dates?

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Season	Scheduled Website Updates	Booking, Material & Payment Deadline
Spring (May 29 – July 2)	Week of May 29 (Website Launch)	May 26
Summer (July 3 – August 20)	July 3	June 23
Fall (August 21 – October 31)	August 21	August 11

Website coupons can be revised during a season for only \$75.00.

Program questions: Brett Thornhill 709-729-2806 brettthornhill@gov.nl.ca

**FAX orders to: 709-739-9699 Attn: Allison Hull**

# Newfoundland & Labrador – 2006 Resident Advertising Program

## How Do I Get Started?

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- 1) First, think of an offer. Value packages can be a great way to entice new people to your business. Sample ideas include:
  - A traditional Newfoundland cooking course, hosted by your B&B.
  - A free fish dinner at a local restaurant after your kayak adventure or boat tour.
  - A birdwatching weekend, including tours and hotel accommodations.
  
- 2) Each coupon must include at least one of the following:
  - A package including minimum 1 overnight stay and other components (ie. meals, attractions, activities, etc.).
  - Value-added feature with minimum \$10 value.
  - Minimum 20% discount on product.
  
- 3) Things to remember:
  - The spring deadline for booking and payment is May 26, 2006.
  - Since the online coupons are flexible, consider trying different offers throughout the year.
  - Use the offers to promote business during generally slower periods.
  - Be sure to include an expiry date and limitations on your coupon.
  - The coupons are available online, so non-residents could potentially use your offers.

## Who Do I Contact?

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To book your ad, send materials and payment to:

Allison Hull  
Target Marketing & Communications Inc.  
90 Water Street, St. John's, NL, A1C 1A4  
Tel: (709) 739-8400  
Fax: (709) 739-9699  
ahull@targetmarketing.ca

Coupon or program questions:

Brett Thornhill  
Newfoundland and Labrador Tourism  
(709) 729-2806  
brettthornhill@gov.nl.ca

## Anything Else?

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Bookings will not be accepted from operators with outstanding accounts for any advertising program offered by the Department of Tourism, Culture and Recreation, including the Travel Guide. Any booking not fully paid by the deadline (see booking schedule, previous page) will be subject to cancellation without notice. Cancellations made prior to that date must be made in writing and are not accepted after space closing.

Coupon descriptions may be edited for length and clarity. Content and claims are subject to review and approval by Newfoundland and Labrador Tourism. The publisher assumes no liability for errors or omissions.

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# No Place Like Home Booking Sheet

## Spring Program Deadline: May 26, 2006

Organization/Advertiser: \_\_\_\_\_

Authorized Person: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Coupon Description

**Section 1:** Company Name: \_\_\_\_\_

**Section 2:** Name of Package: \_\_\_\_\_

**Section 3:** Price Point or Offer: \_\_\_\_\_

**Section 4:** Description, Conditions, Applicable Dates (**30 words**): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Section 5:** Address: \_\_\_\_\_

City/Town: \_\_\_\_\_

Tel: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Website/Email: \_\_\_\_\_

**Section 6:** Description of Business (**20 words**): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Section 7:** Company Logo - Provide a copy of the logo in EPS Vector format or as a TIFF on a white background.

**Section 8:** You may submit a promotional photo of your business. If it does not meet proper reproduction criteria, a substitute may be used.

### Sample Coupon



**Authorization:** I contract Newfoundland and Labrador Tourism, on behalf of and authorized by my company, to place advertisements and agree to the terms and conditions stated above and on the document terms.

Authorized Signature: X \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Rate: Spring only, \$250 + 15% HST.  Full program, \$500 + 15% HST.

**Billing details:** Payment in full (including applicable taxes) and a copy of the booking sheet is due, no later than May 26, 2006. Please make cheque payable to Target Marketing and Communications Inc.

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# No Place Like Home Booking Sheet

## Summer Program Deadline: June 23, 2006

Organization/Advertiser: \_\_\_\_\_

Authorized Person: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Coupon Description

**Section 1:** Company Name: \_\_\_\_\_

**Section 2:** Name of Package: \_\_\_\_\_

**Section 3:** Price Point or Offer: \_\_\_\_\_

**Section 4:** Description, Conditions, Applicable Dates (**30 words**): \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

**Section 5:** Address: \_\_\_\_\_

City/Town: \_\_\_\_\_

Tel: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Website/Email: \_\_\_\_\_

**Section 6:** Description of Business (**20 words**): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Section 7:** Company Logo - Provide a copy of the logo in EPS Vector format or as a TIFF on a white background.

**Section 8:** You may submit a promotional photo of your business. If it does not meet proper reproduction criteria, a substitute may be used.

### Sample Coupon



**Authorization:** I contract Newfoundland and Labrador Tourism, on behalf of and authorized by my company, to place advertisements and agree to the terms and conditions stated above and on the document terms.

Authorized Signature: X \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Rate: Summer only, \$250 + 15% HST.  Full program, \$500 + 15% HST.

**Billing details:** Payment in full (including applicable taxes) and a copy of the booking sheet is due, no later than June 23, 2006. Please make cheque payable to Target Marketing and Communications Inc.

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# No Place Like Home Booking Sheet

## Fall Program Deadline: August 11, 2006

Organization/Advertiser: \_\_\_\_\_  
 Authorized Person: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Sample Coupon**



**Coupon Description**

**Section 1:** Company Name: \_\_\_\_\_

**Section 2:** Name of Package: \_\_\_\_\_

**Section 3:** Price Point or Offer: \_\_\_\_\_

**Section 4:** Description, Conditions, Applicable Dates (**30 words**): \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Section 5:** Address: \_\_\_\_\_

City/Town: \_\_\_\_\_

Tel: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Website/Email: \_\_\_\_\_

**Section 6:** Description of Business (**20 words**): \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

**Section 7:** Company Logo - Provide a copy of the logo in EPS Vector format or as a TIFF on a white background.

**Section 8:** You may submit a promotional photo of your business. If it does not meet proper reproduction criteria, a substitute may be used.

**Authorization:** I contract Newfoundland and Labrador Tourism, on behalf of and authorized by my company, to place advertisements and agree to the terms and conditions stated above and on the document terms.

Authorized Signature: X \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Rate: Fall only, \$250 + 15% HST.  Full program, \$500 + 15% HST.

**Billing details:** Payment in full (including applicable taxes) and a copy of the booking sheet is due, no later than August 11, 2006. Please make cheque payable to Target Marketing and Communications Inc.

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