



This Year, there's *still* no place like home.

Dear Tourism Partner,

Spring is here! Get ready for fresh air, warm weather, and most importantly, the **2007 Resident Advertising Program**. This year we've developed a refreshing new campaign to remind people that there's *still* no place like Newfoundland and Labrador for great getaways. This is your opportunity to be involved in a campaign with over \$300,000 in advertising value.

Kick off the season by placing a value offer in the Spring/Summer brochure (delivered to every household in the province in late May) and on the NoPlaceLikeHome.travel website for only \$500. The customized website also allows you to update your offer, or even add an additional offer at any time during the program. You can update your online offer for only \$75, or add a second offer to the website for only \$150.

The overall campaign will continue the "No Place Like Home" theme, and will include the following components:

- **Television:** New ads will motivate residents to "This year, be a tourist at home" and to check out the website for getaways and value packages.
- **Radio:** Ads will drive residents to our website and encourage them to check their mailbox for their copy of the "No Place Like Home" brochure.
- **Print:** Ads will drive residents to our website for getaways and value package ideas.
- **Direct Mail:** The brochure will have a new format that will stand out and motivate residents to look inside. It will still feature special offers as detachable coupons. And, as always, it will be distributed to over 205,000 households province-wide.
- **Customized Website:** www.NoPlaceLikeHome.travel will include editorial, images, and feature your value getaway packages.

Make your offer compelling. Highlight getaways, learning experiences & workshops, dining, music, shopping, golf, parks, nature viewing, outdoor activities, relaxing retreats, urban renewal, festivals, theatre and events. **Consider partnering with complementing businesses in your area to make your coupons more appealing by creating value getaway packages.**

Inside you'll find everything you need to get started, including package ideas and contract sheets.

Hurry, bookings are limited and the deadline is April 27, 2007.

Sincerely,
Newfoundland and Labrador Tourism

Newfoundland and Labrador – 2007 Resident Advertising Program

How Much?

Campaign Cost: \$500.00 + tax
This price allows you one coupon in the direct-mail piece and website. Cost includes ad design.

Flexible Coupons: \$75.00 to revise or update your website coupon at any time during the program (maximum of 5 revisions).

\$150.00 for every additional online coupon added to the website.

If paying by cheque, please make your cheque payable to Target Marketing & Communications Inc.

Arrangements for VISA or MasterCard payments can be made by contacting the Newfoundland Exchequer's office at (709) 729-3042.

Full payment (including applicable taxes) and all materials due by booking deadline.

What are the dates?

Material & Payment Deadline: April 27, 2007

Campaign launch: Week of 21 May 2007

Website coupons can be revised at any time during the program for only \$75 (maximum 5 revisions) or add second coupon for only \$150.

Who Do I Contact?

To book your ad, send materials and payment to:

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

Coupon or program questions:

Shelley Magnússon
Newfoundland and Labrador Tourism
Tel: (709)-729-5251
shelleyagnusson@gov.nl.ca

How Do I Get Started?

1) **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 (i.e. meals, attractions, activities, etc.).
- Value-added feature with minimum \$10 value.
- Minimum 20% discount on product.

Program questions: Shelley Magnússon 709-729-5251 shelleyagnusson@gov.nl.ca

To book your coupon fax orders to: 709-739-9699 Attn: Cindy Smith

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3) Things to remember:

- The spring deadline for booking and payment is April 27, 2007.
- The online coupons are flexible, so 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.

Examples

| Value Packages / Partnerships | Shoulder Seasons Special | Summer Only Special |
|--|---|--|
| <p>XYZ Golf Course & ABC B&B Play & Stay community, telephone # email, website</p> <p>Enjoy a round of golf during the day then treat yourself a night of relaxation in a deluxe suite which includes a fire place and Jacuzzi tub.</p> | <p>Spring & Fall Special</p> <p>Book two nights Get your third night free</p> <p>May 20–June 15 & Oct. 14 - Nov. 30 Cabins featuring relaxing accommodations in private nature setting. All cabins have an ocean view and a BBQ.</p> | <p>Summer Special</p> <p>Book five night Get you sixth night free</p> <p>June 15 – Oct. 14 Some restrictions apply. Call for details.</p> |
| <p>ABC Resort Gourmet Getaway Package community, telephone # email, website</p> <p>Let the B&B's culinary team give you a behind the scenes look at the incredible tastes of Newfoundland & Labrador cuisine.</p> | <p>Spring & Fall Special</p> <p>2 for 1</p> <p>May 20–June 30 & Aug. 25 – Oct. 15 See wildlife. Feast your eyes upon the wonders of the Atlantic. Visit the largest Atlantic Puffin colony.</p> | <p>Summer Special</p> <p>20% off</p> <p>June 30 – Aug. 25 Tuesday, 2 pm tour only. Call for details.</p> |
| <p>XYZ B&B Weekend Painting Workshop community, telephone # email, website</p> <p>Enjoy a weekend of relaxation and fun. Learn to paint beautiful Newfoundland landscapes and scenery.</p> | <p>Spring & Fall Special</p> <p>\$80 accommodation and breakfast package</p> <p>May 20–June 30 & Aug. 25 – Oct. 15 One night accommodation, breakfast for two. Located near provincial park, swimming, hiking, shopping and golf.</p> | <p>Summer Special</p> <p>\$120 accommodation and breakfast package.</p> <p>June 30 – Aug. 25 Available Sun, Mon & Tues only.</p> |

Anything Else?

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.

Program questions: Shelley Magnússon 709-729-5251 shellemagnusson@gov.nl.ca

To book your coupon fax orders to: 709-739-9699 Attn: Cindy Smith

'No Place Like Home' Booking Sheet

Resident Program Deadline: April 27th, 2007

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 with a resolution of 300 dpi and a size of at least 1" wide.

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: \$500 + 14% HST.

Billing details: Payment in full (including applicable taxes) and a copy of the booking sheet is due, no later than April 27th, 2007. Please make cheque payable to Target Marketing and Communications Inc.

Program questions: Shelley Magnússon 709-729-5251 shellemagnusson@gov.nl.ca

To book your coupon fax orders to: 709-739-9699 Attn: Cindy Smith

'No Place Like Home' Booking Sheet

Additional Online Coupon

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 with a resolution of 300 dpi and a size of at least 1" wide.

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: \$150 + 14% HST.

Billing details: Payment in full (including applicable taxes) and a copy of the booking sheet is due 30 days after the ad is booked. Please make cheque payable to Target Marketing and Communications Inc.

Program questions: Shelley Magnússon 709-729-5251 shellemagnusson@gov.nl.ca

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