

TO PLACE ORDERS

Call (902) 892-1115
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Jonathan Locke



Myrtle Jenkins Smith



Geoffrey Irving



Steve Dunne

Please note new address:
118 Sydney Street, Charlottetown
Prince Edward Island C1A 1G4

The 2008 Tourism PEI 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 Your Island 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 Your Island Guide, radio and television, or trade shows.

Advertisers who purchase one advertisement in Your Island 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 Your Island 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 2008



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



TOURISM
ADVISORY
COUNCIL
PRINCE EDWARD ISLAND

Prince
Edward
Island

The Gentle Island

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.

By May 2007, the number of visitors who spent 30 minutes or more on our website had increased by 27% over last year. Visitors are definitely spending time on the web planning their holidays.

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 175,000 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

In 2008, take advantage of the increased traffic to gentleisland.com. Industry statistics tell us more people than ever are planning and booking their holidays online.

- **New for 2008**, the ability to host Virtual Tours on gentleisland.com. Virtual Tours will be located on your property listing page.
- Rotating Website Advertisements. More popular than ever are online rotating web ads... Nothing beats this deal; you only pay for what works! Costs are determined by click thru to your website. Advertising Rate: \$1 per click thru.
- Today's Best Deals! This is a great opportunity to post specials or discounts, and showcase current offerings. Advertising Rate: \$175 per year with a small change fee.
- Website Photos. Visitors want to know what to expect. Purchase a web photo to enhance your online wordlisting. A camera icon is placed next to your listing to let customers know they can see a picture of your business. Advertising Rate: Web only \$150; with 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 flexible way to communicate your message to our subscribers. E-newsletters are distributed throughout the year in English and French to a combined list of 175,000 subscribers who have expressed an interest in learning more about Prince Edward Island.

Button ads: \$100

Advertorial: \$200

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Rotating Web Ad

Available in English, French or Japanese versions of gentleisland.com



Rotating Web Ad

Available in English, French or Japanese versions of gentleisland.com

E-Newsletter

Sent to English, French and specialty mailing lists.

The 2008 Your Island Guides (English and French)

Your Island Guide remains the leading and most widely distributed publication. In 2008, we will print 300,000 copies of the English guide and 70,000 copies of the French-language guide. The guides are also available as PDF downloads from Tourism PEI's website. The number of downloads has increased substantially, in the past two years with over 28,000 downloads in the first six months of 2007.

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 Carol Johnston (902) 368-4447.

Options for 2008

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 2007.

	Print	Web	Print & Web
Basic Listing	\$75	\$60	\$77
Listing plus 30 words	\$135	\$95	\$160
Listing plus 60 words	\$195	\$125	\$225
Listing plus 90 words	\$250	\$145	\$290

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, (902) 892-1115.

	Print	Web	Print & Web
English Guide	\$430	\$150	\$489
French Guide	\$215	\$95	\$275

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

* Limited number available. Kit insert must be approved by The Tourism Advisory Council.

"Of those people who visited PEI, receiving "Your Island Guide" influenced their decision to visit in 70% of the cases."

Tourism PEI Exit Survey, 2006

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2008 Your Island Guide
300,000 copies distributed

VISITORS GUIDE

Word Listing
Photos
Fractional Display Ads
Full-Page Display Ads

ORDER BY

August 31
October 2
October 2
October 2

MATERIAL DUE

August 31
October 2
November 2
November 30



2008 Guide de l'île
70,000 copies distributed

GUIDE DE L'ÎLE

Word Listing
Photos
Display Ads

ORDER BY

August 31
October 2
October 2

MATERIAL DUE

August 31
October 2
December 31

Island Maps (English and French)

What is read more frequently by visitors than the Island's travel map? With 410,000 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.....	\$8,005.....	\$1,320
Inside Block Ad (limit 4)	\$2,550.....	\$615
Inside Card Ad (limit 10)	\$615.....	\$290

Genuine Island Experiences

This new and improved packaging publication will build on its success in 2007 by offering visitors unique and memorable experiences:

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

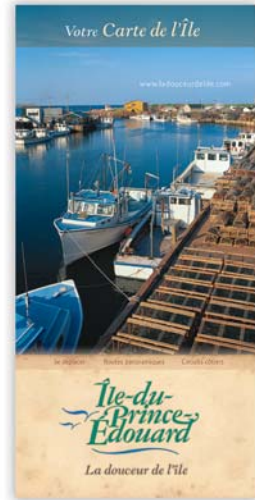
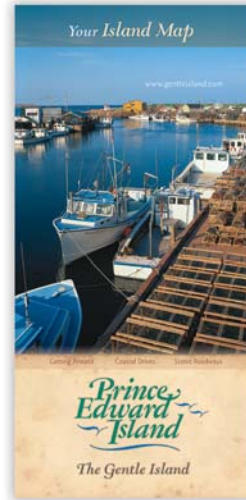
Full Page.....	\$2,200
1/2 Page	\$1,200
Back Cover.....	\$7,425
Inside Back Cover.....	\$3,665
Inside Front Cover	\$3,665

*For 2008 there will be a proof reading week for Genuine Island Experiences packages similar to *Your Island Guide* listings. Check on the date when ordering your package.

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

Phil Wood, Resort at Cavendish Corner

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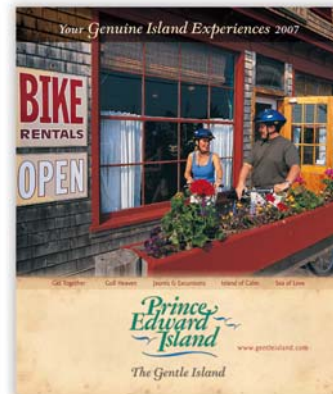


2008 Island Maps

410,000 English copies distributed.

70,000 French copies distributed.

ISLAND MAPS	ORDER BY	MATERIAL DUE
Display Ads	October 2	November 6



2008 Genuine Island Experiences

180,000 copies distributed.

AVAILABLE	ORDER BY	MATERIAL DUE
Packages	October 2	October 29
Display Ads	October 2	November 30

PEI Parks Brochure and Confederation Trail Map

Looking to target your advertising to the soft outdoor adventure enthusiast? This is 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

Contact us early as space is limited! Reach 285,000 affluent readers with your 2" x 2" full-colour block ads placed opposite Tourism PEI's full-page, full-colour ad. \$575 each for April or May issue. \$1,105 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: \$1,999 each (digital artwork is to be supplied)

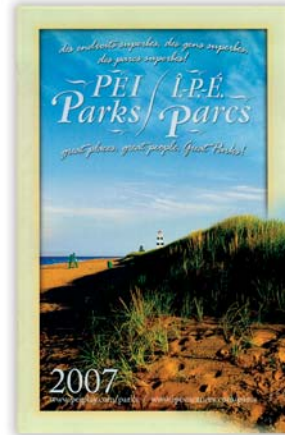
Touring

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. \$846 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."

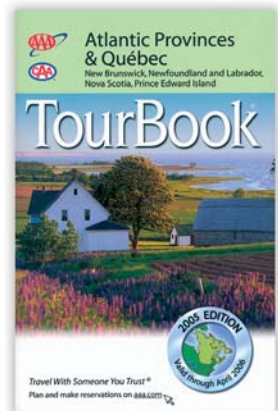
Judy MacDonald, Barachois Inn

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2008 PEI Parks Brochure and Confederation Trail Map

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



2008 Yankee Magazine

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

ORDER BY
October 4

MATERIAL DUE
January 19

2008 AAA/CAA Tourbook

500,000 copies distributed in North America.

ORDER BY
August 8

MATERIAL DUE
August 22

Maritime Direct Mail Campaign 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 mail is a very effective way to reach your potential Maritime customers. Delivery in mid May.

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

2008 Spring Fun Guide
Order by February 20
Material due March 20

2008 Fall Escapes
Order by June 13
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, Tourism PEI requires three seconds of airtime for the provincial message. Call for details; this program has sold out the last couple of years. Some conditions apply.

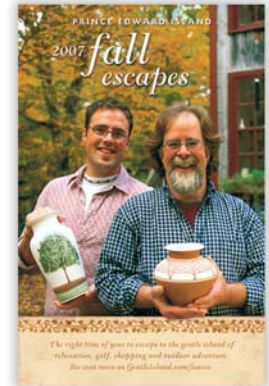
Direct Mail (DM) and Free Standing Inserts (FSI)

Throughout the year Tourism PEI sends DMs and FSIs to Ontario, Quebec and New England. Please let us know if you are interested. This is an excellent opportunity to stand out and be noticed. Prices vary based on the opportunity.

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Spring Fun Guide
200,000 copies distributed



Fall Escapes
200,000 copies distributed



Direct Mail Insert

"I have been purchasing package ads in the fall booklet since Tourism PEI 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