

2020 DISCOVERY GUIDE

NORTH SIMCOE TOURISM
PO BOX 132 Stn Main, Midland ON L4R 4K6
(705) 543-9229 | info@gbay.ca



BUSINESS LEGAL NAME	CONTACT PERSON	
CONTACT EMAIL	CONTACT PHONE	
BILLING ADDRESS	CITY	POSTAL CODE
BUSINESS ADDRESS if different from above	CITY	POSTAL CODE
PUBLIC PHONE NUMBER	WEBSITE	
AUTHORIZED SIGNATURE	PRINTED NAME (if different from above contact person)	

Advertising Order

ITEM	QUANTITY	EARLY BIRD	REGULAR	SUBTOTAL
Full Page Advertorial		\$1,350	\$1,500	\$
Half-Spread Photo		\$720	\$800	\$
Quarter-Spread Photo		\$360	\$400	\$
Eighth-Spread Photo		\$270	\$300	\$
Highlight Photo		N/A	\$250	\$
Mini Highlight Photo or Event Feature Photo		N/A	\$150	\$
TOTAL				\$

PLEASE CHECK THE APPROPRIATE CATEGORY TO BE LISTED UNDER

Historic Sites & Museums | Arts & Theatre | Outdoor Adventure | Farm to Table | Dining & Nightlife
Accommodations | Marina & Charters | Shopping | Spa & Wellness

PRICES ARE NOT SUBJECT TO HST. EARLY BIRD AND MULTI-AD DISCOUNTS WILL BE APPLIED TO THE TOTAL INDICATED ABOVE BY NORTH SIMCOE TOURISM, IF APPLICABLE, AND REFLECTED ON THE INVOICE.

Artwork Specifications

- High resolution PDF, EPS, TIF, PNG or JPEG
- CMYK Colour Format
- All images at least 300 DPI or higher resolution

Re-use last year's graphics New graphics

BOOKING DEADLINE	September 15, 2019
ARTWORK DEADLINE	October 1, 2019

*COPY APPROVAL AND DEADLINES ARE THE RESPONSIBILITY OF THE ADVERTISER

Terms & Conditions

1. By completing the agreement of this contract, you as the partner and advertiser are agreeing to participate and/or purchase the programs you have selected and should material not be submitted, you are still liable for charges noted in the Participation Agreement.
2. Your cost includes creative design for advertorials and creative writing. All advertisers will receive a one-time proofing of their advertorial; however North Simcoe Tourism reserves the right to approve final layouts and photos used. All photos must abide by the Artwork Specifications noted in the Participation Agreement.
3. North Simcoe Tourism reserves the right to refuse participation in advertising programs to any business or person for any reason it deems necessary.
4. The advertiser's account with NST must be in good standing before the advertiser can participate in any new programs.
5. In order to qualify for Early Bird Rates, NST must receive the signed Participation Agreement from the Advertiser on or before Saturday, August 31, 2019, and receive payment in full on or before Sunday, September 15, 2019.
6. NST reserves the right to change the criteria and pricing for participation if it deems necessary.
7. The advertiser is responsible to ensure that all information, including but not limited to: contact information, description, details, photos, and attributed photo credits are correct for both the purposes of participation in any advertising.
8. The signee agrees that effectiveness of participation on the Discovery Guide are in no way a guarantee of specific traffic.
9. The signee agrees to provide a Heart of Georgian Bay logo on their website, with return link to <http://gbay.ca>
10. The signee agrees to make reasonable effort to distribute a minimum of 150 copies (equivalent to 2 boxes) of the Discovery Guide at their place of business.

PLEASE SEND THIS COMPLETED AGREEMENT TO BRIANNE DUBEAU AT BDUBEAU@GBAY.CA