

**Why you should promote
YOUR BUSINESS in this
publication...**

The 2021 Official Community Information Guide will be out in March making sure it is in the hands of residents and visitors who want to visit your business!

*** FRESH, MODERN DESIGN**

The 2021 Official Community Information Guide will have a fresh and modern look. This full colour publication is the ultimate reference to products and services in and around Wasaga Beach.

*** LONG SHELF LIFE**

The very best way to stand out in Wasaga Beach is to advertise in the The 2021 Official Community Information Guide. This investment lasts the entire year or longer as people keep the publication as a reference and share it with others.

*** WIDE CIRCULATION**

25,000 copies of the The 2021 Official Community Information Guides are distributed nationwide through visitor information centers, as fulfillment to visitor inquiries, at trade shows, and through distribution at many local businesses throughout the area. We are also mailing copies to all households in Wasaga Beach and select postal codes in Collingwood, Elmvale, Stayner and surrounding areas.

*** DIGITAL PRESENCE**

Advertisers in the 2021 Official Community Information Guide have a direct link from the online version of the guidebook to their businesses website! As well as a digital presence with unlimited viewing and exposure on our community partners Town of Wasaga Beach, RT07, South Georgian Bay Tourism websites.

AD RATES - INFORMATION GUIDEBOOK

SIZE	MEMBER PRICE	NON-MEMBER PRICE
BUSINESS CARD SIZE AD 3.5"W x 2"H	\$275	\$330
DOUBLE SIDED COUPON 3.95"W x 2.65"H + 0.125" BLEED	\$400	\$480
1/6 PAGE AD 3.5"W x 3"H	\$525	\$630
1/4 PAGE AD V 3.5"W x 4.8"H 1/4 PAGE BANNER AD 7"W x 2.5"H	\$725	\$870
1/2 PAGE AD V 3.5"W x 10.25"H 1/2 PAGE AD H 7"W x 5"H	\$1100	\$1320
FULL PAGE AD (no bleed) 7"W x 10.25"H FULL PAGE AD (with bleed) 8.15"W x 10.6"H plus 0.25" bleed all sides	\$2000	\$2400

ALL RATES SUBJECT TO HST

IMPORTANT DEADLINES/TIMELINES:

AD BOOKING DEADLINE	DEC 1/20
AD MATERIAL DEADLINE	JAN 5/21
25% DEPOSIT DUE	upon invoice
BALANCE PAYMENT DUE (including payment of 2021 Membership)	DEC 1/20
DELIVERY TO CHAMBER (distribution begins)	MARCH 15/21

NEW CHAMBER MEMBERS RECEIVE:

Economic benefits like credit card processing, office supplies, telephone, fuel, and car rental savings, access to Chambers Plan Employee Benefit Program, Optimized listing in Business Directory, free listing and member discount on ads in the Official Community Information Guide and on-line presence, be on 95.1 the Peak FM's "Talk of the Town" with John Eaton, advertising on 97.7 MAX FM, Chamber Newsletter, free advertisement in The Sun, Business After 5 monthly networking opportunities, networking events and workshops: social, informative, educational, mentorship, wellness, and advocacy, membership window decal, membership fee is tax deductible, and more!

View last years 2021 Official
Community Information Guide on
our website: wasagachamber.com

Call or email today for more info or to sign up/renew your ad!
Victoria Ledden (on behalf of the Wasaga Beach Chamber of Commerce)
email: vledden1@gmail.com | H: 705-429-0761 | C: 705-994-3301