



Advertising Opportunities 2023 Official Community Information Guide & Streets and Attractions Map

**It's Time To Boost
Your Business!**

Why you should promote your business in the Wasaga Beach Information Guide Book & Map!

The 2023 Official Community Guide and map are our town go-to for locals, tourists and close visitors looking for information! Not only a printed version delivered to 25,000+ people, but it's also available online for anyone searching Wasaga Beach!

***WIDE CIRCULATION *FRESH, MODERN DESIGN *LONG SHELF LIFE *DIGITAL PRESENCE**

The Visitor Guidebook and Maps 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. This investment lasts the entire year or longer as people keep the publication as a reference and share it with others. Advertisers also have a direct link from the online version of the guidebook to their businesses website with unlimited viewing and exposure on our community partners Town of Wasaga Beach, RT07, South Georgian Bay Tourism websites. 2022 Guidebook: 30,000 printed | 2020/21 Map: 20,000 printed.

The map is printed/updated every other year, Guidebook is printed/updated annually

Not a Member & Considering?

Contact Chamber directly for more information & the application.

*Discounted Rates

*Employee Benefit Program

*Networking Events

*Business/Covid19 Resources

*Radio Opportunities

*Infiniti partner benefits

*Free Advertising

*SO much more

**NON-MEMBERS
can still advertise without a
membership***

Call or email today for more info or to sign up.

*Wasaga Beach Chamber of Commerce
office@wasagachamber.com | T: 705-429-2247*

**2023 ADVERTISING
RATES!**

AD RATES - INFORMATION GUIDE BOOK		<i>ALL RATES SUBJECT TO HST</i>
AD SIZE	MEMBER DISCOUNT PRICE	REGULAR RATE
BUSINESS CARD AD 3.5"W X 2"H	\$280	\$335
1/6 PAGE AD 3.5"W x 3"H	\$530	\$635
1/4 PAGE AD 3.5"W x 4.8"H 7"W x 2.5"H	\$735	\$880
1/2 PAGE AD 3.5"W x 10.25"H 7"W x 5"H	\$1125	\$1345
PAGE AD 7"W x 10.25"H 8.15"W x 10.6"H with or without bleed*	\$2050	\$2450

AD RATES - STREET & ATTRACTIONS MAP		<i>ALL RATES SUBJECT TO HST</i>
AD SIZE	MEMBER DISCOUNT PRICE	REGULAR RATE
BUSINESS CARD AD 3.5"W X 2"H	\$280	\$335
DOUBLE SIZED AD 3.5"W X 4.1"H	\$510	\$610
FULL FOLD AD 4.25"W X 8.75"H	\$1125	\$1425

AD COMBO RATES - BUNDLE AND SAVE!	DEADLINES TO NOTE
<p>Members: Bundle any 2 sized ads from both the map and guidebook and save 10%.</p> <p>Non members save 5% on bundling.</p>	AD BOOKING DEADLINE OCT 1/22
	AD MATERIAL DEADLINE NOV 1/22
	25% DEPOSIT DUE DATE ON INVOICE
	FULL PAYMENT DUE NOV 15/22
	DISTRUBUTION BEGINS JAN 1/2023

ADVERTISING CONTRACT

SECTION 1: CONTACT INFO

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CONTACT NAME: _____

PHONE: _____

WEBSITE: _____

EMAIL: _____

- CURRENT MEMBER OF WASAGA CHAMBER
 NON-MEMBER
 WILL BECOME MEMBER

SECTION 2: AD INFO

Guide Book Ad

Map Ad

Combo Ad

Link for your advertising (GUIDEBOOK ADS ONLY)

AD SIZE(S): _____ DISCOUNT: _____

COST: _____ TOTAL COST: _____

HST: _____ 25% DEPOSIT DUE: BALANCE DUE: _____

- I WILL PROVIDE MY OWN ARTWORK PRIOR TO THE DEADLINE
 I REQUIRE GRAPHIC DESIGN SERVICES (\$50.00 PER HOUR)
 SAME AS LAST YEAR, NO ARTWORK REQUIRED

*IMPORTANT *

COPY APPROVAL & DEADLINE ARE THE RESPONSIBILITY OF THE ADVERTISER
25% DEPOSIT REQUIRED UPON INVOICE | BALANCE DUE DECEMBER 1, 2020

CLIENT SUPPLIED ADS:

Preferred file format: press-ready PDF, 300 DPI. Please convert all spot and RGB colours to CMYK and use 100% black (not CMYK) for all black text to ensure proper printing – we cannot guarantee clarity. Convert all fonts to outlines.

WASAGA BEACH CHAMBER OF COMMERCE CREATED ADS:

Our graphic designer would be pleased to create your ad. Please submit all logos in hi-resolution jpeg, tif, or eps format or as a pdf, in colour or black & white and they will be in touch shortly!

SPECIAL INSTRUCTIONS | NOTES:

SIGNATURE: _____

DATE: _____