



# MARKETING OPPORTUNITIES MEDIA KIT

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CARIBOO  
CHILCOTIN  
COAST 

[landwithoutlimits.com](http://landwithoutlimits.com)





# ABOUT

We invite and welcome visitors, who embrace, celebrate and respect our vibrant destination, our heritage, people and cultures; and we advance innovative, sustainable visitor economy solutions that increase business intelligence and performance; so that our residents, local businesses, communities and region thrive.

## WHY PARTNER WITH CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION?

Our mission is to conscientiously steward our region's tourism assets; to support responsible growth of the tourism sector, ensuring a sustainable equilibrium between our socio-cultural, economic and natural environment, while being inclusive of all Cariboo Chilcotin Coast citizens.

### STATS FROM THE PAST YEAR\*



Website traffic



36.3 M

Social Impressions



17.5 M



5.1 M

Top User Locations



BC  
Alberta  
Ontario

Nuxalk Nation | Eric Berger



\*Annual Report April 1st 2022 - March 31st 2023

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Turner Lake South Tweedsmuir | Kari Medig

# REGIONAL MAP PAD





# REGIONAL MAP PAD

## VISITORS LOVE OUR MAPS!

Our Map Pads have proven to be an effective marketing tool within the tourism sector and are extremely popular wherever they been displayed - consumer shows, media shows, travel trade events, Visitor Centre Network, our stakeholders' places of business, mail fulfillment packages and more.

Packaged in groups of 100 maps, this popular design 17" x 22" map is visually appealing and is "the" draw to people wherever they see them. People LOVE maps!

Your attractive ads on the map back will bring the map to life! Numbers will be placed on each ad and will correspond with the number of your location on the map so that visitors can easily find you!

## THIS IS A GREAT OPPORTUNITY TO SHOWCASE YOUR BUSINESS AND PUT YOURSELF ON THE MAP!

### Circulation and reach:

- **25,000** maps will be distributed
- Consumer Shows in **key markets** in BC, Alberta and the U.S. reaching thousands of potential visitors!
- Media and Travel **Shows** in Canada and the United States.
- **BC Visitor Centre Network**
- Stakeholder/Operator Businesses
- In-Region Distribution



**Space Booking Deadline: May 26<sup>th</sup>, 2023**

**Materials Deadline: May 31<sup>st</sup>, 2023**

# REGIONAL MAP PAD

4 ad spaces horizontal 7.17" wide x 4.13" tall	6 ad spaces horizontal 10.84" wide x 4.13" tall	4 ad spaces vertical 3.5" wide x 8.3" tall
2 ad spaces vertical 3.5" wide x 4.13" tall	<p><b>NOTE:</b> Multiple – space ads may be configured horizontally or vertically, but availability based on confirmed ad sales – first sold</p>	1 ad space 3.5" wide x 2" tall
1 ad space 3.5" wide x 2" tall		1 ad space 3.5" wide x 2" tall
1 ad space 3.5" wide x 2" tall		3 ad spaces vertical 3.5" wide x 6.2" tall
1 ad space 3.5" wide x 2" tall	1 ad space 3.5" wide x 2" tall	3 ad spaces horizontal 10.84" wide x 2" tall
2 ad spaces horizontal 7.16" wide x 2" tall	1 ad space 3.5" wide x 2" tall	1 ad space 3.5" wide x 2" tall
	1 ad space 3.5" wide x 2" tall	

## Map details for your advertising:

- Large Regional Map on front with Corresponding Advertiser Locator Numbers (w/online links)
- General travel information on the map back including highway, air and ferry travel, surrounded by stakeholder ads (w/online links)
- Ads are sold on a first come first serve basis
- Ad Spaces must be in full colour
- All ads to be sent in a .pdf format
- Multiple-space ad sizes should be booked ASAP to guarantee placement
- Jill Schick, our contract graphic designer, is able to help all stakeholders at a competitive rate with the ad design, if needed

**BOOK YOUR SPACE NOW**

[landwithoutlimits.com](http://landwithoutlimits.com)



Bowron Lake | Adam Wells

# CONTACT



To reserve space, or for more information, contact

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