

MARKETING OPPORTUNITIES MEDIA KIT



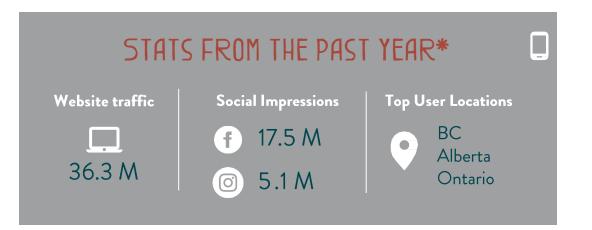
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# ABOUT

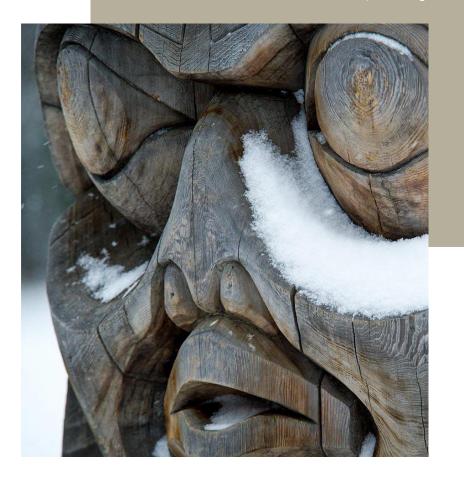
We invite and welcome visitors, who embrace, celebrate and respect our vibrant destination, our heritage, people and cultures; and we advance innovative, sustainable visitor economy solutions that increase business intelligence and performance; so that our residents, local businesses, communities and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

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

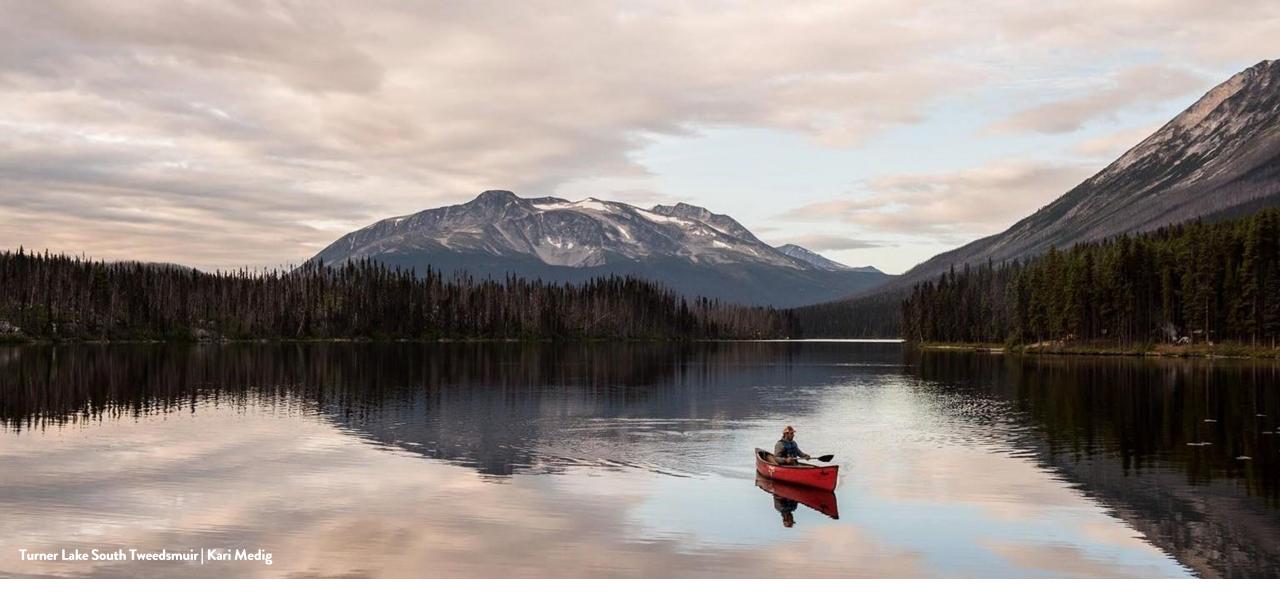
Our mission is to conscientiously steward our region's tourism assets; to support responsible growth of the tourism sector, ensuring a sustainable equilibrium between our socio-cultural, economic and natural environment, while being inclusive of all Cariboo Chilcotin Coast citizens.



#### Nuxalk Nation | Eric Berger







# 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



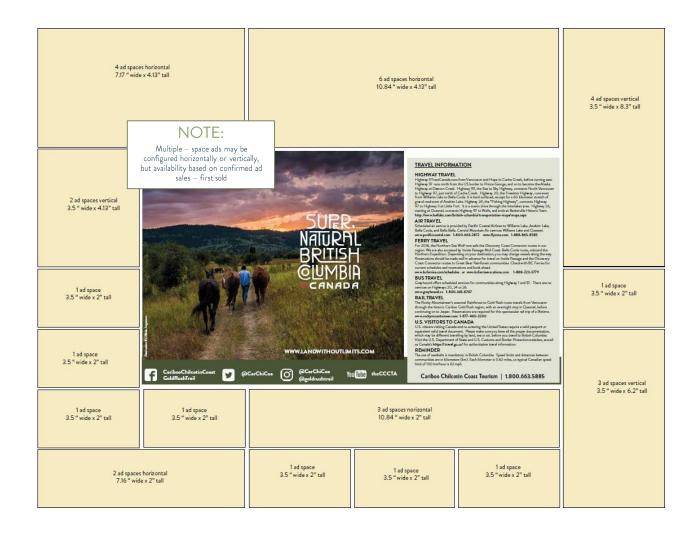


Space Booking Deadline: Jan 12<sup>th</sup>, 2024 Materials Deadline: Jan 12<sup>th</sup>, 2024



# REGIONAL MAP PAD





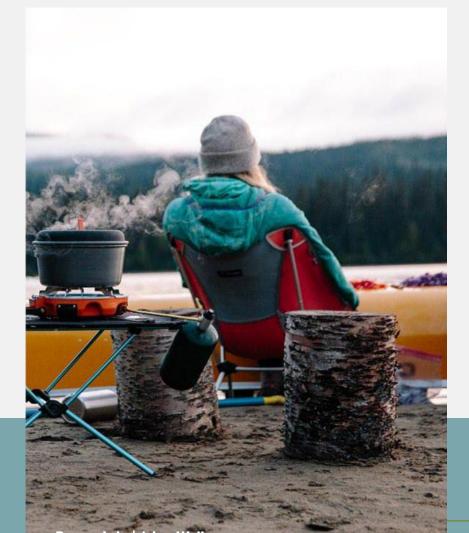
#### Map details for your advertising:

- 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
- Our contract graphic designer, is able to help all stakeholders at a competitive rate with the ad design, if needed

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<u>ltem #</u>	Available Ad Options	Width (inches)	Height (inches)	Rate (+GST)
1	1 Space	3.50	2.00	\$400
2	2 Spaces – Horizontal	7.16	2.00	\$725
3	2 Spaces – Vertical	3.50	4.13	\$725
4	3 Spaces – Horizontal	10.84	2.00	<b>\$950</b>
5	3 Spaces – Vertical	3.50	6.20	<b>\$950</b>
6	4 Spaces – Horizontal	7.17	4.13	\$1,100
7	4 Spaces – Vertical	3.50	8.30	\$1,100
8	6 Spaces – Horizontal	10.84	4.13	\$1,500







## CONTACT

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To reserve space, or for more information,

contact

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