



Cariboo Chilcotin Coast Tourism Integrated Marketing Package FY 2026-27

Partnership Marketing Campaign
with Cariboo Chilcotin Coast
Tourism Marketing Association

To discuss your campaign opportunities or to learn more,
contact Jenny Bakken Ph: 250-392-2226 ext 201
Email: marketing@landwithoutlimits.com





CCCT CONSUMER NEWSLETTERS SPOTLIGHT

Partnership Marketing Campaign
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OPERATOR PRICE \$50

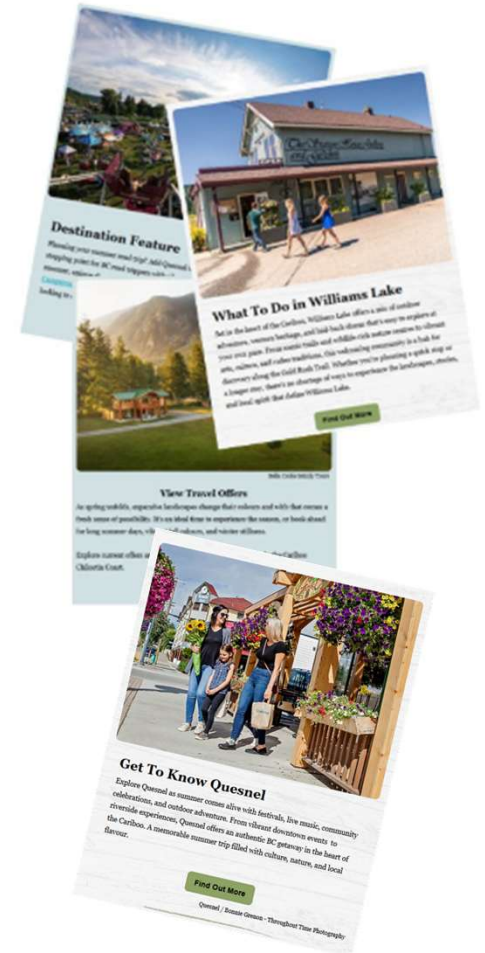
CONSUMER NEWSLETTERS 2026-27

Email Marketing is proven to be an effective and inexpensive way to turn prospects into new bookings.

Partnering with CCCTMA, you can be certain that you are compliant with CASL and privacy laws.

*Each month, two feature spots will be available. This is your opportunity to be part of:
The Gold Rush Trail's 2800+ monthly subscribers or
The Cariboo Chilcotin Coast's 3700+ monthly subscribers*

Sign up now for a selected month: First Come-First Served Basis.





MEDIA PLANET

DIGITAL EDITION

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Theme options apply when a minimum of 3 buy-in partners/operators commit and at that time a chosen release date can be selected.

OPERATOR PARTNER PRICE \$375

MEDIAPLANET CANADA 2026

*True North Living Partnership
Opportunity*

*A digital advertorial article focused on
authenticity and purpose, connecting
your story with an engaged audience
of travellers seeking meaningful
experiences.*

*Create a campaign theme that inspires
travellers:*

*Family fishing getaway
Guest ranch weekend escape
Great Bear Rainforest wildlife
adventure
Cariboo Chilcotin Coast road trip
Cozy cabin or lakeside RV retreat*

*Explore CCC Buy-In opportunities and
share your story with ready-to-travel
audiences.*





BC MAGAZINE

DIGITAL LISTICLE SPOTLIGHT

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OPERATOR PARTNER PRICE \$300

BRITISH
COLUMBIA

SHOP AI

Photo by Nikki Piss Photography

Venture north toward the town of **100 Mile House**, where the lakes begin to thaw and anglers cast their first lines of the year. Hike the gentle trails that wind through forests waking up after a long winter, spotting deer grazing in the fresh grass and listening for the distant call of sandhill cranes.



Photo by Six Sigma Productions

Further west, the grasslands of the **Chilcotin** emerge in a patchwork of color as the grasses grow tall once more and wildflowers begin to bloom. In towns like **Alexis Creek** and **Nimpo Lake**, adventure comes easy as you saddle up for a horseback ride across open fields, or simply lie back and watch eagles soar overhead.



Photo by Julie Elizabeth

As you wind toward the coast, the air turns salty and cool, and the rainforests begin their annual burst of growth. Explore the **Bella Coola Valley**, where waterfalls cascade down mossy cliffs and ancient petroglyphs tell stories of the land's first peoples. In spring, grizzly bears emerge from hibernation, and the rivers teem with life—keep your camera ready for wildlife sightings at every turn.



Photo by Jon Thorpe

As dusk falls, find a **cozy cabin** or **pitch a tent** near one of the region's endless lakes. Listen to the frogs' chorus and watch the stars appear in skies unspooled by city lights. In the Cariboo Chilcotin Coast, the road trip experience is as much about quiet moments as grand adventures.



Photo by Jonny Bicman

Whether you're chasing waterfalls, sampling spring's first harvest, or simply rolling down the windows to breathe in the fresh mountain air, every mile brings a new discovery.

This spring, let curiosity be your guide and let the Cariboo Chilcotin Coast show you that the best stories are written on roads that wander.

Set out for the unknown. The **Cariboo Chilcotin Coast** is ready to welcome you, one step at a time.



NORTHWEST TRAVEL & LIFE

FEATURED ON THREE MULTI PLATFORMS

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OPERATOR PARTNER PRICE \$950

<https://www.nwtravelmag.com/>

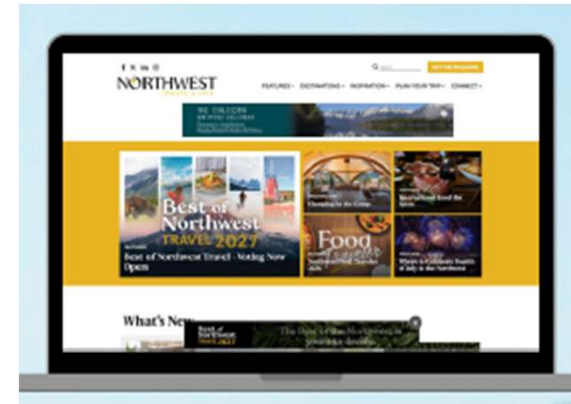
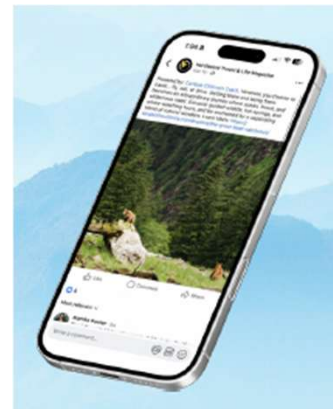
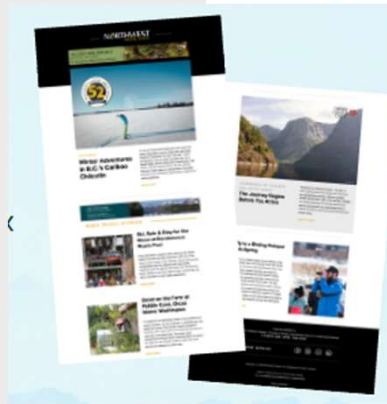
Be featured on three multi platforms.

Designed to showcase your experience, offer, or destination over a selected timeframe, this package connects your story with an engaged travel audience through:

Weekly e-newsletter feature

Facebook & Instagram posts

Website leaderboard banner: prominently featured above content for the entire month.





MOUNTAIN LIFE

PERFORMANCE STORY AND NEWSLETTER

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OPERATOR PARTNER PRICE \$450
Performance Story and Branded Placement Article

MOUNTAIN LIFE PACKAGE

An exclusive opportunity for our partners to engage in integrated marketing – seamlessly combining print, digital, and social to deliver powerful, multi-channel visibility.

Learn more about the Coop Partnership and double your marketing impact.



PERFORMANCE STORY

- 1 x custom story on MountainLifeMedia.ca

NEWSLETTER

- 1 x branded placement in The Front Range



INTEGRATED BUNDLE PACKAGE

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OPERATOR PARTNER PRICE \$2125.00

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Maximize Your Marketing Investment

Content and imagery are strategically developed for use across multiple platforms, creating efficiencies while extending your campaign reach.

Partner price with Cariboo Chilcotin Coast Tourism Marketing Association

\$50.00	CCC Consumer Newsletter (per one month spotlight)
\$375.00	Media Planet digital listicle
\$300.00	BC Magazine digital listicle
\$450.00	Mountain Life email and sponsored story article
\$950.00	Northwest Travel & Life email, social media & leader display

\$2,125.00 per operator (best practice is a 2-3 operator buy-in)

See next page for campaign preparation.



CAMPAIGN PREPARATION

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What We Need From You

To help us showcase your destination and experience offerings in the best possible way, please provide:

- ✓ **Theme, Experience and or Package Offering**
A brief description of your package offering or the experience you'd like to highlight.
- ✓ **Tagline or Headline**
Any key messaging, slogans, or branding language you'd like us to incorporate.
- ✓ **Up to 10 photos**
Images you have rights to use. CCC will also supplement with imagery from our DAM (Digital Asset Management) library where appropriate. (for any photo transfers, 'we transfer' it is free online option).
- ✓ **Content Details**
This can be in bullet points, notes, or a short story—whatever best describes your offering.
- ✓ **Preferred URLs (up to 3 is preferred)**
Links from your website, listed in order of priority, that you'd like us to direct audiences to.

Please provide this information in the purchase form and or email Jenny (marketing manager) directly at: marketing@landwithoutlimits.com

Thank you, the CCCT is thrilled to be part of your marketing journey.