

2011 Advertising Opportunities



Let us help you
grow your business.

PEI Handbook

The 2011 edition of the **Prince Edward Island Handbook** marks our 19th year. We publish and distribute 225,000 books across the Island, making sure that they get into the hands of tourists, putting your place of business foremost on their "list of things to do and see". Our books are exclusively distributed at over 900 key locations on the Island.

When you buy a display ad in the **Prince Edward Island Handbook** you will receive, at no additional charge, a four-line profile listing within the appropriate section of the book, and an identification number on the map within your section.



Your ad will also be viewed online in our **2011 PEI Handbook FLIP BOOK!**

- CLOSING DATE to book listing** January 28, 2011
- DEADLINE to submit listing info** February 11, 2011
- CLOSING DATE to book ad space** February 11, 2011
- DEADLINE to submit ad material** February 25, 2011
- ISSUE DATE** May 2011

HANDBOOK SPECIALTY SECTIONS



Island Artisans



Coupons



Island Golf



Fine Dining



Accommodations



Festivals & Events

Handbook Rates

BACK COVER

(5.25"W x 8.25"H + 1/4" bleed).... \$8,170

INSIDE COVER

(5.25"W x 8.25"H + 1/4" bleed).... \$5,645

PREMIUM PAGE

(5.25"W x 8.25"H + 1/4" bleed).... \$4,615

FULL PAGE

(5.25"W x 8.25"H + 1/4" bleed).... \$3,865



HALF PAGE

(4.5"W x 3.6"H)

\$2,415



QUARTER PAGE

(2.15"W x 3.6"H)

\$1,375



EIGHTH PAGE

(2.15"W x 1.7"H)

\$855



SIXTEENTH PAGE

(2.15" x 0.85")

\$445

ON MAP PAGES

\$475



ACCOMMODATION DIRECTORY

\$85

WITH AD

\$30



PHOTO LISTING

\$395

WITH AD

\$125

NEW FOR 2011

**CIVIC ADDRESS FOR GPS LOCATING
INCLUDED IN YOUR LISTING**

4-LINE LISTING \$85

1-LINE LISTING

(Festival/Church section listings included) \$55

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Guide to Charlottetown

The **2011 Guide to Charlottetown** is a comprehensive guide to all the attractions, shopping, accommodations and dining in our capital city. 110,000 full-colour publications are printed each year. This guide includes festivals and events in the region, in addition to very useful editorial on our capital.

CLOSING DATE to book ad space ... January 14, 2011

DEADLINE to submit ad material January 28, 2011

ISSUE DATE April 2011

BACK COVER (5.25"W x 8.25"H + 1/4" bleed)..... \$4,200

INSIDE COVER (5.25"W x 8.25"H + 1/4" bleed)... \$2,495

PREMIUM PAGE* (5.25"W x 8.25"H + 1/4" bleed)\$2,115

FULL PAGE (5.25"W x 8.25"H + 1/4" bleed)..... \$1,925

HALF PAGE (Horizontal 4.5"W x 3.6"H) or
(Vertical 7.4"W x 2.15"H)..... \$1,225

QUARTER PAGE (2.15"W x 3.6"H)..... \$785

EIGHTH PAGE (2.15"W x 1.7"H) \$455

SIXTEENTH PAGE (2.15"W x 0.85"H) \$325

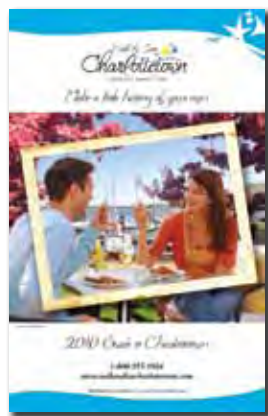
SHOPPING LISTING

(free with any display ad) \$75

ACCOMMODATION LISTING

(free with any display ad) \$75

*Includes location-specific page.



Your ad will also be viewed online in our **2011 Guide to Charlottetown FLIP BOOK!**

Charlottetown Map

The **2011 City of Charlottetown and Area Map** is in high demand by our clients and sells out early each year. It is a full-colour publication, with clear and accurate street/road maps. With a total distribution of 135,000 copies, we will put you on the map!

CLOSING DATE to book ad space January 7, 2011

DEADLINE to submit ad material January 28, 2011

ISSUE DATE March 2011

BACK COVER

(4.25"W x 8.75"H + 1/4" bleed on right)..... \$3,395

PREMIUM MAP Ad (2.625"W x 5.25"H) \$1,500

LARGE MAP AD (2.625"W x 3.625"H)..... \$950

MEDIUM MAP AD (2.625"W x 1.75"H) \$595

SMALL MAP AD (1.25"W x 1.75"H)..... \$395



Restaurant & Menu Guide

This booklet is a comprehensive guide to the Prince Edward Island dining scene. 50,000 full-colour publications are distributed throughout the Island, into the hands of hungry visitors. This guide includes menus and useful editorial about dining experiences.

CLOSING DATE to book ad spaceApril 15, 2011
DEADLINE to submit ad materialApril 22, 2011
ISSUE DATEJune 2011

CENTRE SPREAD (8"W x 9"H + 1/4" bleed)..... \$3,500
BACK COVER (4"W x 9"H + 1/4" bleed).....\$2,995
INSIDE COVER (4"W x 9"H + 1/4" bleed).....\$1,905
PREMIUM PAGE (4"W x 9"H + 1/4" bleed)\$1,340
MENU PAGE*\$910

**Includes logo, 2 photos, address, description and sample menu items.*



Your ad will also be viewed online in our
2011 Restaurant & Menu Guide FLIP BOOK!

Coupon Savings Book

The **Coupon Savings Book** was created in 2008 and proved to be a success for both advertisers and visitors. A total of 50,000 books will be distributed to over 500 locations in 2011. It's also used as a way to drive business to your door: The PEI Convention Partnership uses the **Coupon Savings Book** as a meeting bag information tool.

- Four reasons the **Coupon Savings Book** is a success:
- It encourages both new customers and repeat business.
 - Saving money has proven to be a large motivator for many.
 - It encourages increased sales volume.
 - Operators are able to easily track the return on investment.

CLOSING DATE to book ad.....January 7, 2011
DEADLINE to submit ad materialJanuary 28, 2011
ISSUE DATE March 2011

COUPON\$480
BACK COVER (4"W x 9"H + 1/4" bleed).....\$1,600
INSIDE FRONT COVER
 (4"W x 9"H + 1/4" bleed).....\$1,600
INSIDE BACK COVER
 (4"W x 9"H + 1/4" bleed)\$1,200
INSIDE ADJACENT FRONT COVER.....\$1,200
INSIDE ADJACENT BACK COVER\$1,200



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PEI Vacation Map

The **PEI Vacation Map** is in high demand by tourists each year. In 2011, 75,000 maps will be distributed to over 450 locations across the Island. It is a full-colour piece with high-quality advertising layout and printing.

CLOSING DATE to book ad.....April 15, 2011
DEADLINE to submit material.....April 22, 2011
ISSUE DATEJune 2011

BACK COVER

(4.25"W x 8.75"H + 1/4" bleed on right)..... \$2,650

PREMIUM MAP Ad (2.625"W x 5.25"H) \$1,250

COVER FLIP

(4.25"W x 4.5"H + 1/4" bleed on left) \$875

DOUBLE MAP AD (3.75" x 2" Horiz. or Vert.)..... \$675

BASIC AD PLUS (3" x 2" Horiz. or Vert.) \$475

BASIC AD (2"W x 2"H)..... \$430



PEI Touring Map

The **PEI Touring Map** was created in 2008 and is a success for our advertisers and a wonderful tool for our motorcycling visitors. It includes an Island map and information specific for our guests touring on motorcycles. A total of 40,000 maps will be distributed across our Island.

CLOSING DATE to book ad..... April 15, 2011
DEADLINE to submit material..... April 22, 2011
ISSUE DATEJune 2011

FRONT COVER BANNER

(3.6875"W x 2.25"H)..... \$2,100

BACK COVER (3.6875"W x 8.5"H) \$2,500

OUTSIDE PANEL (3.5625"W x 8.5"H) \$1,500

INSIDE PANELS (3.625"W x 8.5"H) \$1,100

LARGE ADS (3.75" x 2" Horiz. or Vert.) \$885

DOUBLE ADS (3.5" x 2" Horiz. or Vert.) \$635

REGULAR SIZE AD (1.75"W x 2"H) \$485

LOGO PLACEMENT (Editorial) \$700

CORNER AD (1.75"W x 2"H) \$555



Green Gables Shore Guide

The **2011 Green Gables Shore Guide** is a comprehensive guide to all the attractions, shopping, accommodations and dining in the area. 50,000 full-colour publications will be printed, and used as a fulfillment guide and visitor information piece. It includes festivals & events in the region, colourful photographs and very useful editorial about the area.

CLOSING DATE to book ad space ... January 28, 2011
DEADLINE to submit ad material January 28, 2011
ISSUE DATE March 2011

**CAVENDISH BEACH & DUNE SHORES
 TOURISM ASSOCIATION MEMBER RATES:**

- BACK COVER** (5.25"W x 8.25"H + 1/4" bleed)..... \$2,200
- INSIDE COVERS** (5.25"W x 8.25"H + 1/4" bleed)..... \$1,795
- FULL PAGE** (5.25"W x 8.25"H + 1/4" bleed)..... \$995
- HALF PAGE** (Horizontal 4.5"W x 3.6"H) \$745
- QUARTER PAGE** (2.15"W x 3.6"H)..... \$550
- 4-LINE LISTING** (with photo)..... \$390

**CAVENDISH BEACH & DUNE SHORES
 TOURISM ASSOCIATION NON-MEMBER RATES:**

- BACK COVER** (5.25"W x 8.25"H + 1/4" bleed)..... \$2,795
- INSIDE COVERS** (5.25"W x 8.25"H + 1/4" bleed)..... \$1,915
- FULL PAGE** (5.25"W x 8.25"H + 1/4" bleed)..... \$1,545
- HALF PAGE** (Horizontal 4.5"W x 3.6"H) \$1,014
- QUARTER PAGE** (2.15"W x 3.6"H)..... \$780
- 4-LINE LISTING** (with photo)..... \$468



Your ad will also be viewed online in our **2011 Green Gables Shore Guide FLIP BOOK!**

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Let us help you grow your business.

We're here to help!

Imageworks Communication Group can provide you with creative design solutions, helping you to stand out from your competition. We offer **custom publishing, project management, marketing, advertising, distribution, graphic design, logo design, stationery, brochures, rack cards and web design.**

ADVERTISING SPECIFICATIONS

Please go to www.iwpei.com/artspecs.html for details on submitting your ad.

Specific to all publications:

- 25% deposit due upon booking for all publications.
- 75% balance due upon publication date.
- A 10% premium will be added to the list rate for specific position requests.
- GST extra.

DISTRIBUTION

Imageworks prides itself on its distribution of products. We have a dedicated full-time team delivering our publications to over 900 locations across the Island. **Imageworks** provides a distribution and tracking service for our clients. Ask your sales agent about this opportunity to get your business' collateral across Prince Edward Island.



Captive Ad Frames

WHAT IS CAPTIVE INDOOR ADVERTISING?

Captive Indoor Advertising is a way for advertisers to reach PEI's most desirable and hardest-to-reach demographic. We place magazine-quality advertisements in local restaurants, bars, health clubs and entertainment venues that target the 19 to 59-year-old demographic. Customers of these venues tend to have medium to high disposable income.



IMAGE AND APPEARANCE

Captive Indoor Advertising is a new and unique way of communicating your message. Professionally designed, full-colour ads are displayed in attractive picture frames that show targeted customers, having high discretionary income, your products and services.

PRESENTATION

12"W x 18"H
Stainless Steel Frames

NETWORKS

Restaurants
Nightclubs/Pubs
Health & Fitness Centres
Indoor Arenas/Stadiums

UNIQUENESS

Eye-Level Contact
Captive Audience
Gender Specific

STRATEGIC LOCATIONS

Above Urinals
Behind Stall Doors
In Locker Rooms
Near Payphones



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