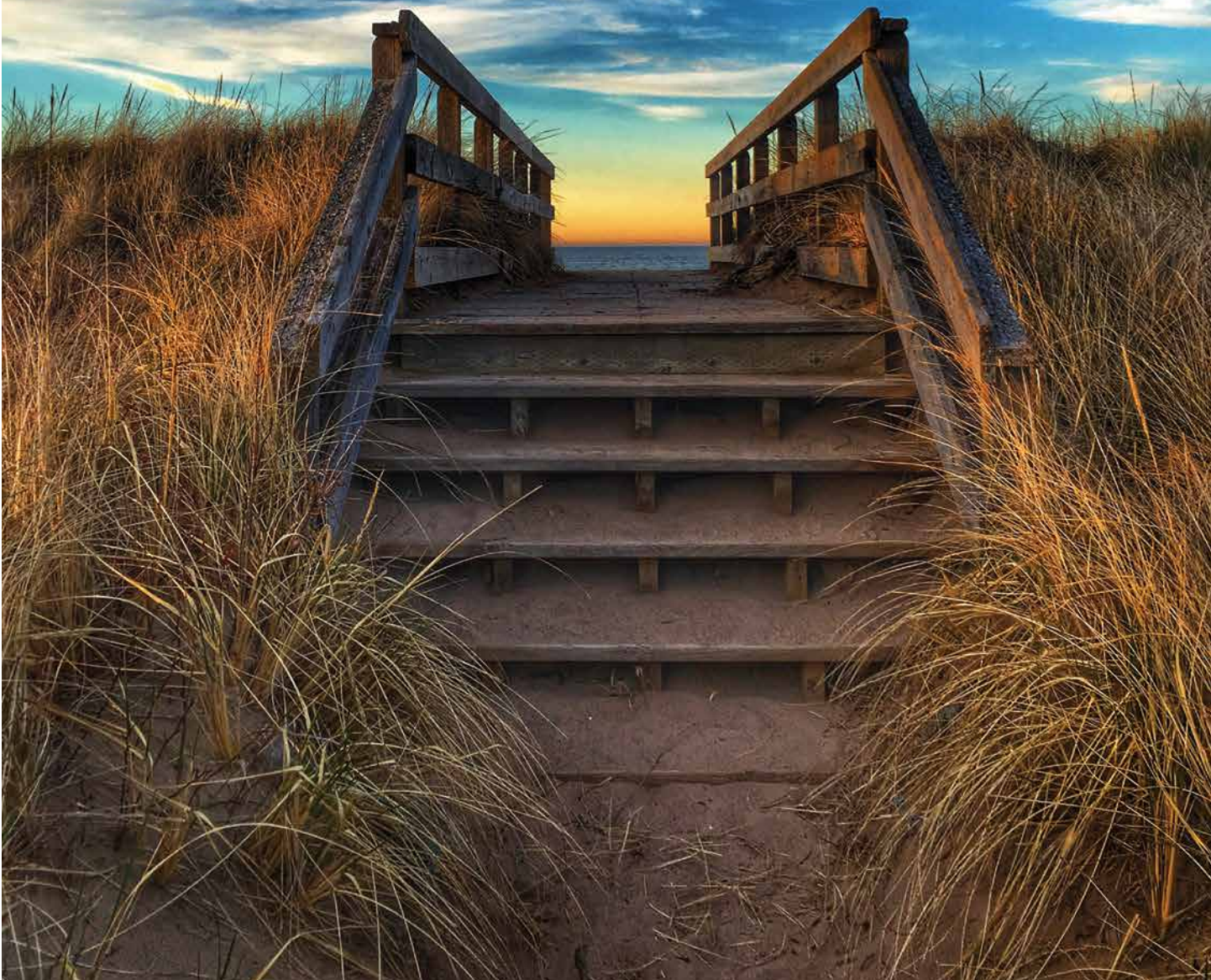




NOVA SCOTIA

2020 Tourism Operator Advertising
Program Rate Card



TOP 5 REASONS.

TO ADVERTISE IN THE DOERS & DREAMERS GUIDE

1 YOUR AD HAS INFLUENCE.

Most visitors stated that the **Doers & Dreamers Guide** was **impactful** to their destination decision making.

One-third of visitors stated it had a **great impact** on their decision.

2 YOUR AD IS A RESOURCE.

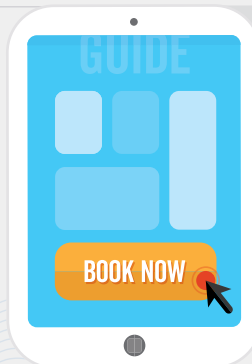
Visitors are planning their trip using the **Doers & Dreamers Guide**. Our guide was second only to websites/general online searches amongst planning resources used to plan visitors' most recent trip to Nova Scotia.



3 YOUR AD IS BEING NOTICED.

71%

of visitors indicate browsing our **Marketplace** section (where ads are placed) or reading it in detail.



4 YOUR AD CAN GENERATE SALES.

Visitors use the **Doers & Dreamers Guide** to make bookings.

50%

of visitors have stated they consult the **travel guide** for making **accommodations reservations** and **pre-trip bookings**.

5 YOUR AD IS CONTRIBUTING TO OUR \$4B GOAL.

Visitors who were familiar with the **Doers & Dreamers Guide** were more likely to **stay longer** in Nova Scotia than those who were not familiar with our guide.

Source: 2018 Doers & Dreamers Guide Study

5 TIPS FOR CREATING AN EFFECTIVE PRINT AD

1

Provide visitors with essential contact info. It should be easy for them to contact you.

2

Don't overwhelm with too much detail. Try and limit your ad to one key message.

3

Reinforce your key message with one or two supporting and high-quality images.

4

Be strategic and make efficient use of your space without cluttered and overwhelming graphics.

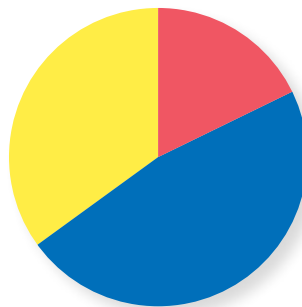
5

Include third party validation like a TripAdvisor rating.

ADVERTISING IN THE DOERS & DREAMERS GUIDE

PLANNED DISTRIBUTION

190,000 Annual Copies – English
25,000 Annual Copies – French



18% Direct orders from key markets
35% Other qualified stakeholders (e.g. travel agents, ferry operators, tour operators, etc.)
47% Visitor Information Centres

DIRECT REQUESTS FROM KEY MARKETS

More than 35,000 copies were sent directly to visitors at their request September 1, 2018–August 31, 2019

ADVERTISING PACKAGES TO INCREASE VISIBILITY OF YOUR AD AND BETTER SHOWCASE YOUR BUSINESS TO VISITORS*

GOLD PACKAGE (Save \$250)

Your ad PLUS:

- ✓ Increased visibility – your ad placed in your regional listings pages
- ✓ Custom content – one professionally written and edited list-style article (e.g. 10 Reasons to Visit or 9 Ways to Explore) for you to share on your website and/or social channels
- ✓ One high res photo – to accompany your print listing
- ✓ Featured listing** on NovaScotia.com – your listing appearing at the top of results on NovaScotia.com

SILVER PACKAGE (Save \$100)

Your ad PLUS:

- ✓ Increased visibility – your ad placed in your regional listings pages
- ✓ One high res photo – to accompany your print listing

BRONZE PACKAGE (Save \$75)

Your ad PLUS:

- ✓ One high res photo – to accompany your print listing

PACKAGES*

AD SIZE	GOLD	SILVER	BRONZE
Premium Position – Outside Back Cover	\$17,270	–	–
Premium Position – Inside Back Cover	\$13,750	–	–
Full Page	\$10,045	\$9,920	\$9,720
Half Page	\$5,480	\$5,355	\$5,155
Quarter Page	\$3,115	\$2,990	\$2,790

STANDARD

Publication Trim Size – 6.75" wide x 10" high (17.15 cm x 25.4 cm)

AD SIZE	ENGLISH	FRENCH
Full Page	\$9,570	\$1,815
Half Page	\$5,005	\$908
Quarter Page	\$2,640	\$440
Eighth Page	\$1,155	\$220
Full Page Co-op	\$8,140	\$1,815
Half Page Advertorial***	\$5,500	\$1,400
Half Page Co-op NEW FOR 2020	\$4,070	\$908
Photo for Listing**	\$225	\$175
Ad placement in listings pages (1/4 page and up)	\$225	\$175
Featured Listing on NovaScotia.com	\$275-\$550/year	N/A
Ad cross reference	\$50	\$50
Road Map ad – ONLY 10 SPACES AVAILABLE PER MAP	\$750	\$500

NOVASCOTIA.COM FEATURED LISTINGS

JANUARY 1, 2020–DECEMBER 31, 2020

Get your business noticed! Have your business listing placed in the top six listing placements on your category page on the newly re-designed NovaScotia.com. Limited spaces available!

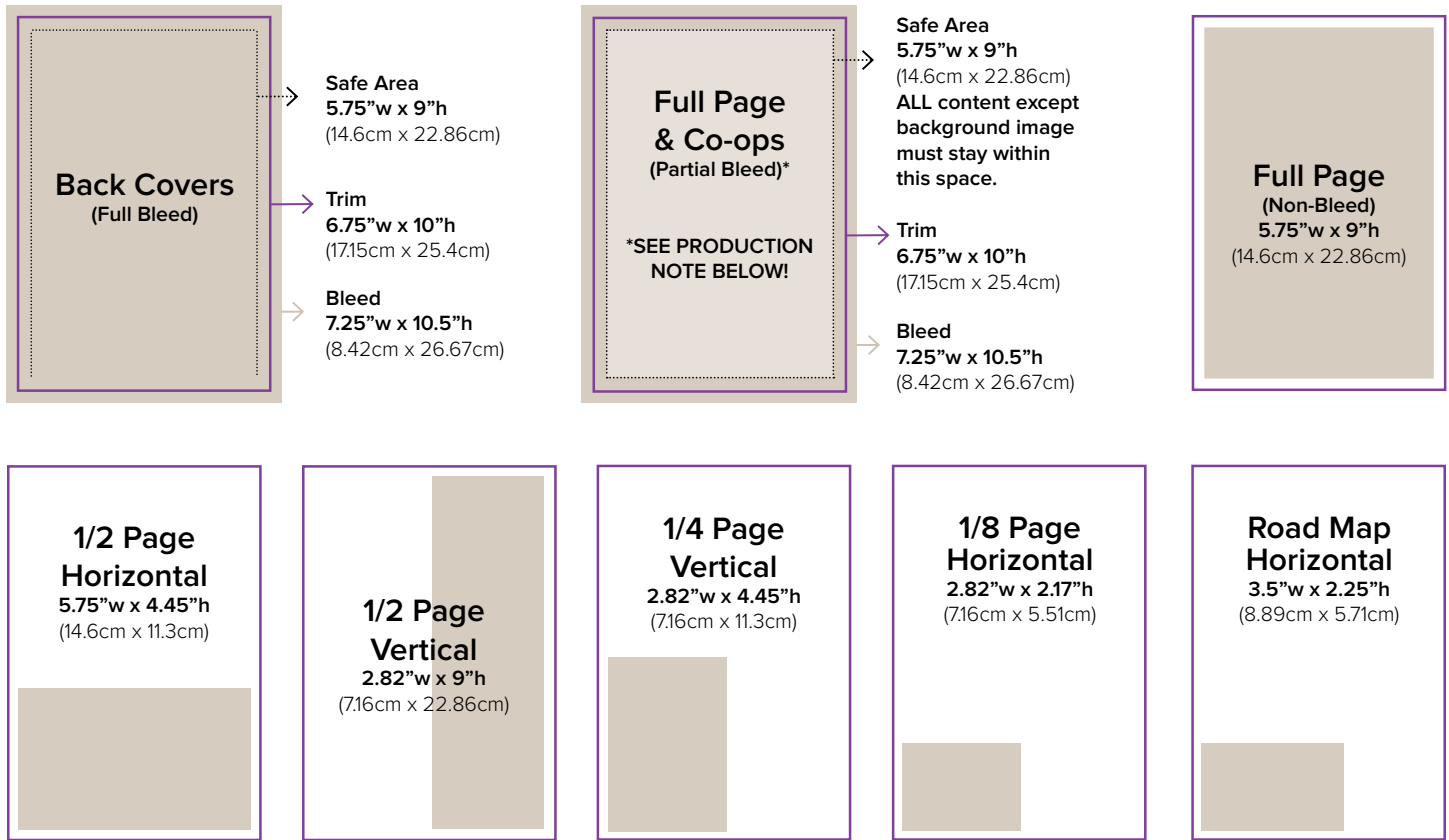
Accommodations	\$550
Campgrounds	\$275
Eat & Drink	\$275
Outdoor Activities & Tours	\$275
Attractions	\$275

* Available in English guide only

** Available for accommodations, campgrounds, eat & drink, attractions, tours, outdoor activities and shops & galleries only

*** Available for attractions and experience providers only

AD SIZES



PRODUCTION NOTE FOR PARTIAL BLEED ADS

Please be aware that the Doers & Dreamers Travel Guide runs folios along the outside margin of both left and right pages. As a result, any full page bleed ad (including co-ops), must be constructed in such a way as to allow for the left or right side margin and bleed to be closed or masked by the publisher to allow for the folio to appear. Do not place any important artwork other than a background image outside of the Safe Area (5.75" w x 9" h or 14.6cm x 22.86cm).

DEADLINES FOR BOTH LANGUAGE GUIDES

Booking Deadline:
November 30, 2019

Ad Materials Deadline:
Within 2 weeks of booking

All Payments Due:
December 13, 2019

Tourism Nova Scotia reserves the right to pull any ad or enhanced listing that is not paid in full prior to press date.

FILE REQUIREMENTS:

Acceptable File Format: PDF

Files Must Be: CMYK, 300 dpi and built to 100% size with 300 dpi images placed at 100% print size within artwork. Fonts must be embedded or converted to paths.

AD CREATION BY MGP:

A fee \$75 per hour is charged for ads designed by MGP.

ADVERTISING SALES AND PRODUCTION INQUIRIES

Metro Guide Publishing
publishers@metroguide.ca
Phone: (902) 420-9943