

Guide & Web Listing Advertising Package

Sign up now. Pay in 2020!
Guides come out in April, 2020
Deadline – January 11, 2020

Each year Tourism Oxford publishes 45,000 copies of the annual **Oxford County Visitors' Guide** which are circulated in Oxford, Ontario Travel & Visitor Information Centres from Windsor to Ottawa, CTM (Hotel Program - London, Elgin, Oxford & Southwestern Ontario Recreation/Leisure sites), convention & events packages, local distribution and through a Canada Post bulk mailing. For 2020, we are working on new layouts and guide organization to make it an even better user experience. Local tourism businesses can purchase a listing and/or display advertisement for the guide.



Tourism Oxford is the Destination Marketing Organization (DMO) for Oxford County. As the DMO we have two primary roles: supporting the development and enhancement of tourism products and marketing Oxford County as a destination. Learn more about Tourism Oxford at OxfordCounty.ca/TourismPartners.

Purchase a Display Advertisement				
Yes (x)	Advertisement Size	Display Advertisement + HST	Discounted price + HST with purchase of Visitor's Guide Listing	Measurements
	¼ page	\$390	\$300	6.0325cm X 9.525cm
	½ page Vertical	\$650	\$500	6.0325cm X 19.52625cm
	½ page Horizontal	\$650	\$500	12.7cm X 9.525cm
	Full Page	\$1300	\$1000	12.7cm X 19.52625cm
	Full bleed Inside Cover	\$1,950	\$1,500	13.65250cm X 21.27250cm with .317500cm bleed
	Full Bleed Back Cover	\$2,500	\$2,000	13.65250cm X 21.27250cm with .317500cm bleed
Artwork can be submitted as TIF, EPS or high resolution PDF. Please ensure all support graphics, photos (high resolution 600 dpi) and fonts (as needed) are supplied along with your file. Files over 5mb – use an online file sharing tool.				
Purchase a Visitors' Guide listing (x)				
	Basic Guide Listing \$175 + HST (200 characters including spaces & punctuation) <i>Type description for guide here:</i>			
	Add Logo /Photo \$75 + HST			
	Additional Characters \$1 per character including spaces & punctuation			
New in 2020, ask about our Tour Oxford Itinerary advertising opportunities we are currently developing.				

Please supply us with the following information:

Organization Name: _____ Contact Person: _____

Phone: _____ Email: _____ Website: _____

Site Address: _____

Mailing Address if different: _____

(continued) →

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Do you have...

- Ontario by Bike® Bike Friendly Certification? Offer water bottle filling (Register on bwater.com to be on their map)
 Electric Vehicle charging station Restaurants patio WiFi

Social Media: • Facebook.com/ _____ • Pinterest.com/ _____
 • Twitter @ _____ • Instagram @ _____

Web listing – Please include a photo 800 dpi and a description up to 600 characters in length for your web listing. It can be changed & updated throughout the year. Email: tourism@oxfordcounty.ca. All advertising packages includes a web listing.

After we receive your registration, Oxford County Corporate Services will send you an invoice in January 2020.

Please let us know what communication you want to receive from us by email.

- Industry News (funding/free advertising opportunities, workshops, new programs)
 Emails we send to potential visitors about what is new, events, blogs, offers....
 Send me copies of my listing for review and renewal notices.

Terms and Conditions:

Advertising: Publisher Approval: Listing & display advertising material (subject matter, form, illustration, and typography) are subject to publisher's approval.

Terms of Payment: Please pay invoice within 30 days of issue. A late payment charge of 1.5% per month will be applied to any outstanding balance.

General Provisions: In the event of the sale or transfer of ownership of your establishment, you agree to notify Tourism Oxford in writing within ten days of the sale or transfer.

Errors or Omissions: It is your responsibility to proofread your listing and the display advertisement that will be emailed to you before it goes to print.

Business Coaching: I understand that the County of Oxford is limited to providing guidance and coaching to understand tourism trends, services desirable to tourists and promotion of my business. I am also aware and agree that the County of Oxford, it's Councillors, officers, employees, contractors, agents and representatives cannot assume responsibility for any injury, loss, damage or harm to our employees, our customers, or to their property related to business coaching. I hereby release, waive and agree to indemnify the County of Oxford, it's Councillors, officers, employees, contractors, agents and representatives (the "Released Parties") from any and all actions, claims, demands for damages, loss and injury, arising now or which may hereafter be sustained by our employees or participants or both arising out of or in consequence of activities developed following business coaching. I hereby acknowledge that it is in my best interest for the protection of participants that I seek legal and insurance advice before undertaking new products, services and experiences for visitors.

These Terms and Conditions form part of the agreement between the Advertiser and Tourism Oxford. Your submission of this form indicates your understanding and agreement to and acceptance of the Terms and Conditions as set out above.

** Must fill to complete registration.*

*Please Print Name: _____

*Organization Name: _____

*Date: _____ *Signature: _____

Information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of Tourism Oxford advertising. Questions about this collection should be directed to the Tourism Specialist, County of Oxford, 21 Reeve St., P.O. Box 1614, Woodstock, ON N4S 7Y3 or at 519-539-9800 (ext. 3354) or at tourism@oxfordcounty.ca

Thank you for partnering with us to promote Oxford County.

Please submit this form by email or mail to:

tourism@oxfordcounty.ca

Tourism Oxford, P. O. Box 1614, c/o County of Oxford, 21 Reeve St., Woodstock, ON N4S 7Y3

Questions please contact us. 1-866-801-7368 or 519-539-9800 Ext. 3355 www.tourismoxford.ca