



# Join the Discover Charlottetown Family!

Discover Charlottetown (DC) is the region's destination management organization (DMO) and provides Charlottetown businesses with a valuable and affordable way to reach visitors. They create marketing campaigns to attract people from off-island and dream up shoulder season products and events to romanticize, celebrate and build out the destination year-round. The DC crew are creators of some of Charlottetown's favourite festivals and events such as Farm Day in the City, Island Tides Wellness Festival, the Charlottetown Scarecrow Festival, Harbour Feast, the Charlottetown Christmas Festival, and the all-new Street Feast Block Party.

By joining the DC family, partners are automatically entitled to valuable and cost-effective ways (outlined in these pages) to reach their target audience, market their products & services, and ultimately grow their business.

1 REACH VISITORS, BE TOP OF MIND

Get in front of visitors with Discover Charlottetown's suite of marketing assets, including the printed Official Charlottetown Travel Guide, walking map, website, e-newsletters, and popular social media platforms. You'll be top of mind with your target market when they're planning their trip, exploring the city, and sharing memories of their visit.

2 STAY IN THE LOOP & MEASURE YOUR ROI
We help you stay in the loop and on top of your
game by keeping you up-to-date on industry
trends, making valuable connections, and offering
cooperative advertising opportunities.

3 PARTNER ON EVENTS & PACKAGES

Have a package, product or event you want to put in the limelight? Discover Charlottetown will promote your package for free on our referral-driving website. Want an even bigger boost? Take advantage of affordable cooperative marketing options that happen during events all year 'round.

### **ANNUAL PARTNERSHIP FEES**

Artisan Shops	\$100
Activities, Attractions, Tours & Shops	\$200
Restaurants Small (0 - 20 seats) Large (21+ seats)	\$200 \$250
Accommodations Tiny (1 - 4 rooms) Small (5 - 20 rooms) Medium (21 - 50 rooms) Large (51+ rooms)	\$195 \$240 \$360 \$480

### **Inclusive Partnership Perks**

### BUSINESS LISTING IN THE OFFICIAL CHARLOTTETOWN TRAVEL GUIDE

- Includes a 20-word description and contact information
- 90-page magazine quality, full-colour lure piece
- The ONLY Charlottetown-specific publication distributed both on and off-Island
- 60,000 printed copies distributed + PDF version available for download from DiscoverCharlottetown.com

#### LISTING ON THE CHARLOTTETOWN MAP

- Includes your business name, address and locator
- Easy-to-use, hand-illustrated walking map
- 25,000 maps distributed to accommodations, businesses, and Visitor Information Centres

### LISTING & PARTNER PAGE ON DISCOVERCHARLOTTETOWN.COM

- Includes full business description, video/photo highlights and map locator
- Visually-appealing and engaging website
- Consistently a top referral site for many partners
- Top resource for travel information about Charlottetown
- · Bilingual and mobile-friendly

#### **OTHER**

- FREE promotion of your packages, deals, and events
- Opportunities to be featured in curated content pieces, including online blogs
- Networking events and training sessions (social media, packaging and more!)
- Affordable pay-to-play opportunities (e.g., co-op photoshoots)
- Charlottetown Holiday Wishbook



### **ADD-ON OPPORTUNITIES:**

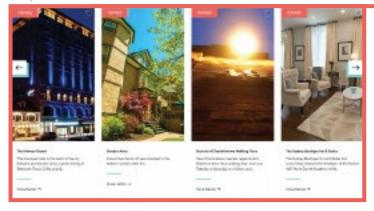
# **Online Overview**

DiscoverCharlottetown.com is the go-to site for visitors planning their trip to the city. With easy to navigate search options and the most comprehensive list of Charlottetown businesses, DiscoverCharlottetown.com is expected to continue to see a boost in visitation to its already popular site.

Get even more referral traffic to your business and generate additional sales by taking advantage of the following add-on advertising opportunities.

### **OPTION 1**





#### Showing 8 of 18 Results



## The Website

Rates are designed with affordability in mind and revenues made go directly back into marketing Charlottetown and your business. Here are a few extra ways you can increase your visibility.



### FEATURED PARTNERS - X3 CHANCES TO BE SEEN!

Under this add-on option, you'll be one of eight featured businesses with direct links to your website in the following three places:

- Prominently on the homepage (1 of 8 business featured)
- At the top of your section's page (e.g., Restaurants & Cafes, Hotels & Motels, etc.)
- On a slider at the bottom of select inside pages (e.g., Food & Drink, Places to Stay, etc.).

You may use this opportunity for a general promotion of your business or to feature a specific seasonal offering, packages, etc. The featured listing will link directly to your website. Text = 100 characters max

Copy - 150 characters max

\$400 / 2 months

To sign up or for more information, visit www.discovercharlottetown.com/partners/

#### **Featured Blog**









Blog content will be created by Discover Charlottetown in partnership with you. Your blog post will be featured on the blog main page for 2 weeks, be featured on social media, and continue to live on the site under the Blog section. This addon option also includes \$50 towards a boosted post on Facebook/Instagram, as well as an Instagram story that links directly to the blog.

\$500

# The E-newsletter

Reach people who have signed up for the E-Newsletter by featuring your business!

Sent out a minimum of 6 times per year.

**APPROXIMATELY 20,000 SUBSCRIBERS** 

## E-NEWSLETTER ADVERTISING

Featured space in our E-Newsletter

#### \$100 / E-NEWSLETTER

Maximum 2 businesses per newsletter.

\* For reference only. Template under construction.





# **Co-Op Photoshoots**

These are great, cost-effective opportunities to get brand new photos taken for your businesses and help us to elevate the image of Charlottetown across all media! Basically, we split the cost of hiring a professional photographer 50/50 and we both get access to the photos to help with marketing. It's a win-win.

\$150

# THE OFFICIAL 2023 CHARLOTTETOWN TRAVEL GUIDE & WALKING MAP

This 90-page English guide serves as Charlottetown's lure piece for all off-island inquiries and is sent to households across North America to people who request the publication directly. The Official Charlottetown Travel Guide is also available for download online at DiscoverCharlottetown.com and distributed to key CAA offices, tour operators, the NFL Ferry, all Visitor Information Centres on PEI, businesses across the Island, and by Tourism PEI for Charlottetown specific inquiries. Total print distribution is 60,000 copies.

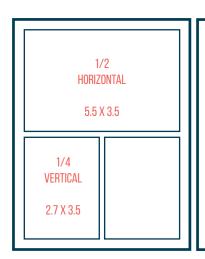
The Discover Charlottetown Official Travel Guide is the official publication for Charlottetown and the ONLY Charlottetown-specific publication available both on and off-Island.

Deadline for EARLYBIRD booking is DEC 20th, 2022 Completed ads for EARLYBIRDS are due JAN 10th, 2023

Deadline for REGULAR booking is JAN 4th, 2023 Completed ads for REGULAR are due JAN 23th, 2023

For more information or to book, please contact us at Info@DiscoverCharlottetown.com or call 902.629.1864

**ADVERTISING SIZES** Adhere to a minimum of .25" type safety from trims and .25" bleed on full page artwork.



FULL PAGE VERTICAL ( OUTSIDE COVERS ) 6.5 X 8.65 W/ .25 BLEED

REGULAR PRICE EARLY BIRD PRICE

### AD RATES FOR PARTNERS

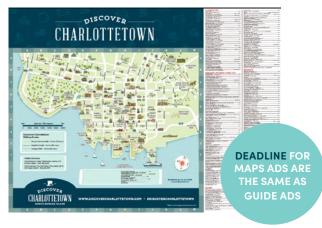
Outside Back Cover	\$3,800	\$3,600	
Inside Front Cover	\$3,200	\$3,000	
Inside Back Cover	\$3,200	\$3,000	
Full Page	\$2,600	\$2,400	
1/2 Page	\$1,700	\$1,500	
1/4 Page	\$900	\$800	
Listing Photo	\$350	\$315	

Prices don't include HST. Ads will be invoiced when booked and payable to Discover Charlottetown.



#### THE WALKING MAP

NEW this year, Discover Charlottetown and the Port of Charlottetown are joining forces to create ONE walking map for our visitors. We are tripling production and printing 90,000 copies! Tear-off and folded options will both be available.



+ NEW Business Card Size (3.5 x 1.70 inches)

Option 1: Tear-off & folding (90,000 copies)

EARLY BIRD COST: \$950
REGULAR COST: \$995

Option 2: Tear-off ONLY (50,000 copies)
FARLY BIRD COST: \$650

REGULAR COST: \$695

