

# THE OFFICIAL 2026 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 distribution is 45,000 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.

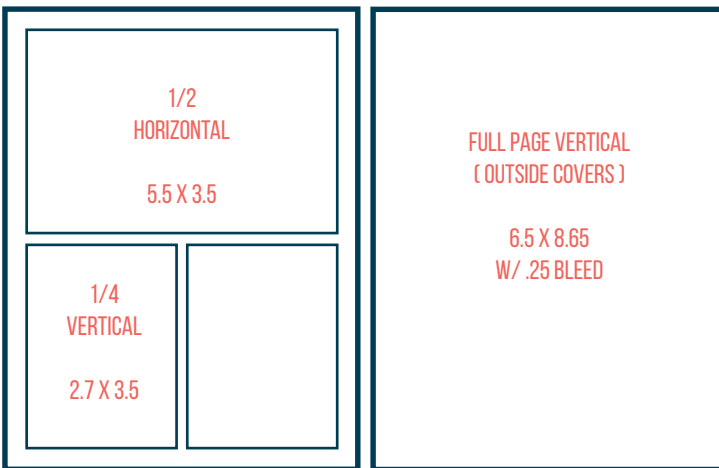
**Deadline for EARLY BIRD booking is DEC 19th, 2025**  
**Completed ads for EARLY BIRDS are due JAN 16th, 2026**

**Deadline for REGULAR booking is JAN 16th, 2026**  
**Completed ads for REGULAR are due JAN 30th, 2026**

*NOTE: Bookings after Dec 19, 2025, and businesses that submit artwork after Jan 16, 2026, will be charged the regular price for their ad placement.*

For more information or to book, please contact us at [Info@DiscoverCharlottetown.com](mailto: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.



## AD RATES FOR PARTNERS

	REGULAR PRICE	EARLY BIRD PRICE
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

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



**VISUAL.**  
**ENGAGING.**  
**INFORMATIVE.**

## THE WALKING MAP

Discover Charlottetown and the Port of Charlottetown have created ONE walking map for our visitors. We are printing 115,000 copies! Tear-off and folded options will both be available.



**BOOKING DEADLINES**  
**Early Bird: Dec 19, 2025**  
**Regular: Jan 16, 2026**

*\*Artwork deadlines -  
 Early Bird: Jan 16  
 Regular: Jan 30*

SIZE: 3.625" W x 1.625" H

### Option 1: Tear-off & folding (115,000 copies)

**EARLY BIRD COST:** \$1050  
**REGULAR COST:** \$1095

### Option 2: Tear-off ONLY (50,000 copies)

**EARLY BIRD COST:** \$750  
**REGULAR COST:** \$795