

NOVA SCOTIA



2018 Tourism Operator Advertising Program



NOVA SCOTIA TRIP PLANNING TOOLS

PRINT

190,000 copies printed (English)
25,000 copies printed (French)



How is the travel guide used?

97% used guide to obtain information about attractions

69% used guide to obtain accommodation contact information

44% used guide to learn about how to get to NS

Source: Tourism NS online panel of past visitors

SOCIAL

237,500 Likes and growing

34.2K Followers and growing

61.2K Followers and growing



WEB

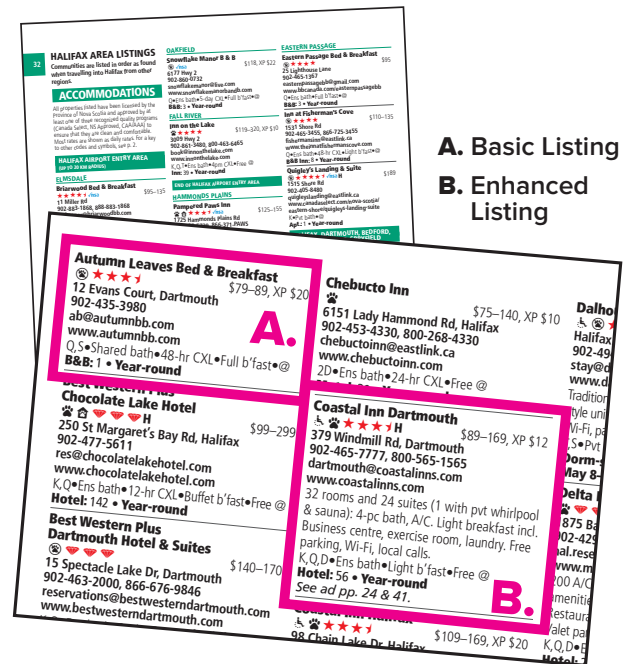
NovaScotia.com is a trusted source for trip planning information

3.9+ million visitors to NovaScotia.com (Jan. 1, 2016 – Dec. 31, 2016)

52% Desktop

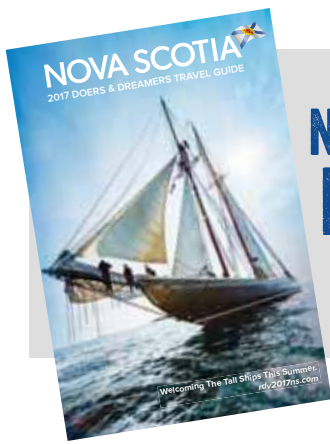
28% Mobile

20% Tablet



ENHANCED TEXT LISTINGS

Since 2015, Tourism Nova Scotia has offered the option to purchase 150 letters/characters to add to your basic text listing as part of the listing renewal process. Enhanced listings are available again for the 2018 guide, but will have a slightly different process. After you receive your listing confirmation form in the mail, The Chronicle Herald sales team will be doing follow-up calls to facilitate the enhanced listing purchase and processing the invoice. You will still use the confirmation form to write the 150 letter description and return it to the Doers & Dreamers Guide editorial staff as usual.

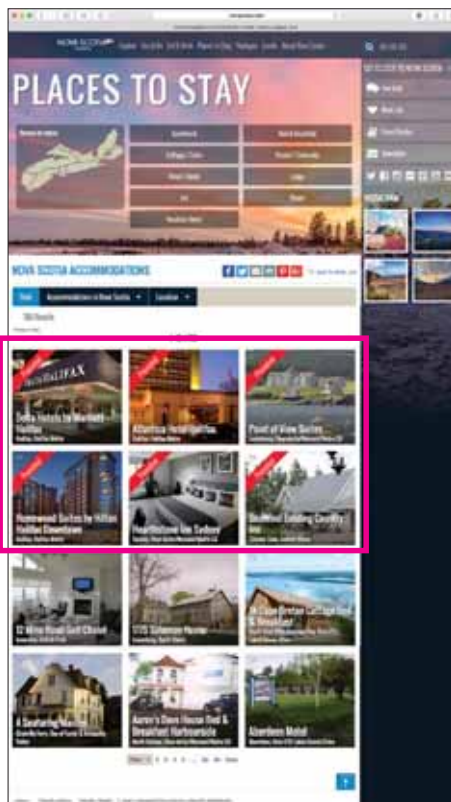


NOVASCOTIA.COM DIGITAL MARKETING OPPORTUNITIES

Take advantage of the 3.9 million+ visitors to NovaScotia.com by promoting your operator listing or package to increase traffic to your NovaScotia.com listing.

PROMOTED LISTINGS ON NOVASCOTIA.COM

- Promote your existing NovaScotia.com listing within the first 6 listing tiles of your category.
- A maximum of 24 spaces are available per category and listings will display randomly in the block with six placements above the fold.
- Listing is viewable a minimum of 25% of the time within relevant search categories (i.e. accommodations).
- Purchases are for a period of one year (January 1, 2018 – December 31, 2018).
- Promoted listings are featured with a red banner in top two rows.



2018 NOVASCOTIA.COM PROMOTED LISTINGS

WEBPAGE	PAGE VIEWS 2017*	ANNUAL RATE
Accommodations	282,900	\$550
Attractions	99,265	\$275
NEW Eat & Drink Attractions**	—	\$275
Campgrounds	90,915	\$275
Tours	55,755	\$275
Outdoor Activities	92,760	\$275
Shops & Galleries	21,405	\$110

Page views may increase based on search and filtering
** Includes Taste of NS member Restaurants

* January 1, 2017 – June 30, 2017

Click-through snapshot from NovaScotia.com to operator

(January 1, 2017 - June 30, 2017)

Cape Breton Centre for Craft & Design

2016 pageviews: 502
2017 pageviews: 880
75% increase

Bike & Bean Cafe and Bike Shop

2016 pageviews: 84
2017 pageviews: 632
652% increase

Bird Island Tours

2016 pageviews: 2,964
2017 pageviews: 4,120
39% increase

Lockport Cottages & Campground

2016 pageviews: 250
2017 pageviews: 866
246% increase

Please note: unfortunately due to our database hosting structure, we are not able to feature Festival & Events or Packages as promoted listings.

E-NEWSLETTER

SPONSORED CONTENT

- A prominently featured advertorial highlighting what makes you a must-experience for visitors while in Nova Scotia. The article you provide will also remain hosted on NovaScotia.com and includes photos and links.
- 12 opportunities (one per month) available per year.

AUDIENCE

Engagement rates:
Canada - 57%
USA - 35%
(much higher than industry average at 16%)

PER MONTHLY EMAIL RATE

\$2,750 + HST

Please note:

- Final article, photos or video required from advertiser — content creation not provided by TNS.
- Exact newsletter layout may differ at time of distribution.



ADVERTISING IN THE DOERS & DREAMERS GUIDE

PLANNED DISTRIBUTION

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

DIRECT REQUEST

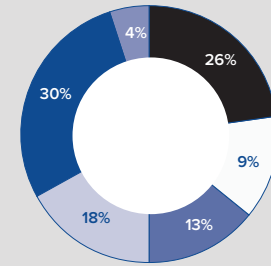
More than 29,000 copies were sent directly to visitors at their request
Jan. 1, 2017 - June 15, 2017.

DIGITAL GUIDE EDITION ENGAGEMENT

Flipbook Guide Interactions: 426,306 (+61% v 2016)
Referrals to Operator Websites from Flipbook: 5685 (+85% v. 2016)



Who is ordering the travel guide?



26% Ontario
18% Quebec
9% New England
13% Other Canada
30% Other US
4% Other Countries

(Year to date stats ending Oct. 1, 2016)

For more information about visitor statistics visit tourismns.ca

2018 RATE CHART

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

2017 RATES

	ENGLISH	FRENCH
Full Page (Non-Bleed)	\$9,570 +HST	\$1,815 +HST
Full Page (Partial Bleed)	\$9,570 +HST	\$1,815 +HST
Co-op Full Page (Partial Bleed)	\$8,140 +HST	\$1,815 +HST
1/2 Page Vertical	\$5,005 +HST	\$908 +HST
1/2 Page Horizontal	\$5,005 +HST	\$908 +HST
1/4 Page Vertical	\$2,640 +HST	\$440 +HST
1/8 Page Horizontal	\$1,155 +HST	\$220 +HST
1/16 Page Vertical	\$550 +HST	\$110 +HST
Inside Back Cover (Full Bleed)	\$13,750 +HST	\$2,750 +HST
Outside Back Cover (Full Bleed)	\$17,270 +HST	\$4,620 +HST
Double Page Spread (Partial Bleed)	\$16,280	\$3,360
Ad Cross Reference	\$55 +HST (Per reference)	\$55 +HST (Per reference)
Enhanced Text Listings (150 character property description)	\$165 +HST	\$110 +HST
Promoted Listings* on NovaScotia.com	\$110-\$550/year	n/a
Sponsored Content in E-newsletter	\$2,750/monthly email	n/a

Rates do not include HST *See accompanying pricing grid for more details

DEADLINES FOR BOTH LANGUAGE GUIDES

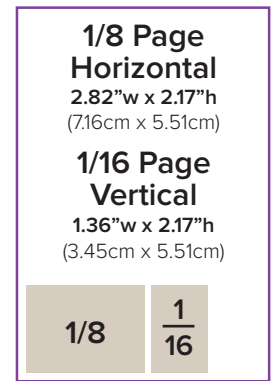
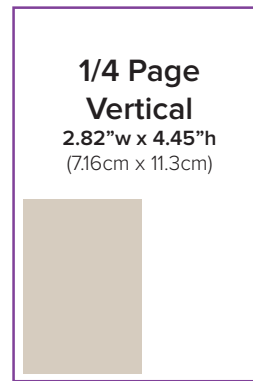
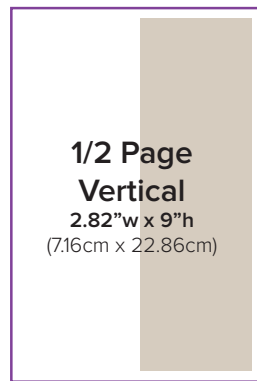
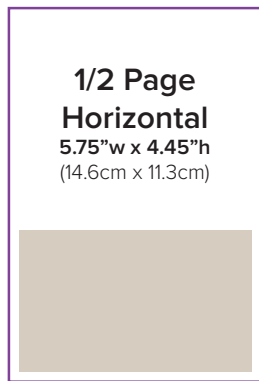
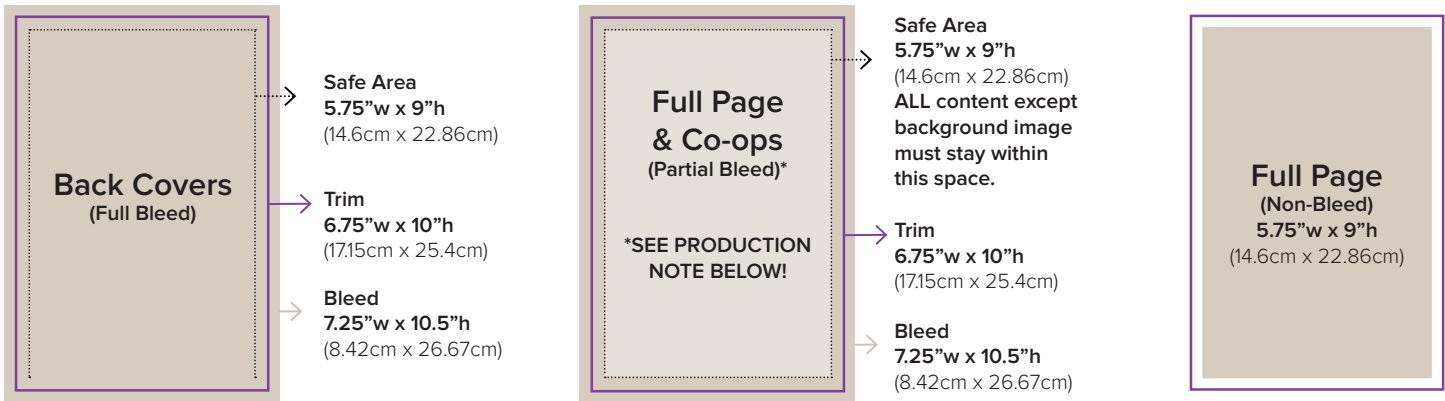
October 20	Booking Deadline
November 1	Ad Materials Deadline for Creation In-house
November 30	Ad Sign-off/Camera-ready Artwork Deadline
December 6	Payment Deadline

All Payments Due December 6, 2017 Tourism Nova Scotia reserves the right to pull any ad or enhanced listing that is not paid in full prior to press date.

Let us design, resize or translate your ad!

Our professional design team can help you build a professional and impactful ad for you. Or, we can help you resize your ad. Ask your Advertising Sales Representative for rates.

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).

PRODUCTION INQUIRIES:

Please direct production inquiries to our customer relations specialist Meghan O'Neil 902-426-2811 Ext: 1138 or moneil@herald.ca

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.

FILES MUST BE POSTED TO OUR FTP SITE: ftp.herald.ca.

Complete the online form including publication name, client name and contact information.

ADVERTISING SALES:

Wanda H. Priddle
Office 902-426-2811 ex 2859
Mobile 902-225-9817
wpriddle@herald.ca