

2013 Visitor Guide



The best way to promote your business outside of the region, and generate tourism revenue.

For 2013 we are improving our new lifestyle magazine format. We look forward to having you join us to be part of the region's most important tourism marketing initiative.

ADVERTISING RATES 2013

Outside Back Cover	\$4,400
Inside Front/Back Cover	\$3,750
Double Page Spread	\$5,400
Full Page	\$2,950
Half Page	\$1,600
1/3 Page	\$1,150
1/6 Page	\$625
Accommodation enhanced listing*	\$495
Arts enhanced listing*	\$325

*Details overleaf

Distribution: 90,000 copies

- 55,000 copies distributed through Globe & Mail to the Toronto market
- Across Ontario at Tourism Information Centres
- Throughout the Headwaters region in special displays at key locations, including stores, restaurants, hotels and tourism info kiosks
- Year-round advertising and promotion in Caledon Living magazine

Booking deadline: Feb 24
Artwork deadline: March 15
Published: Spring 2013

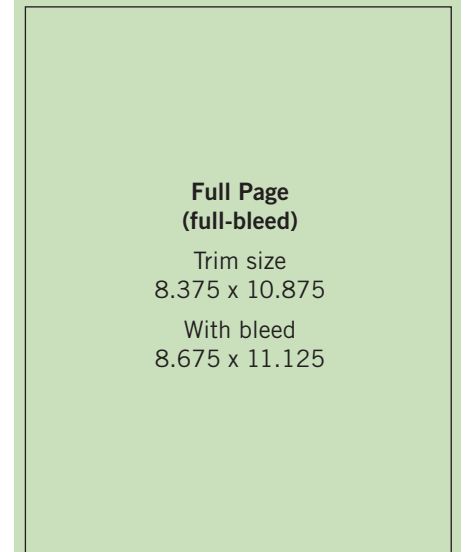
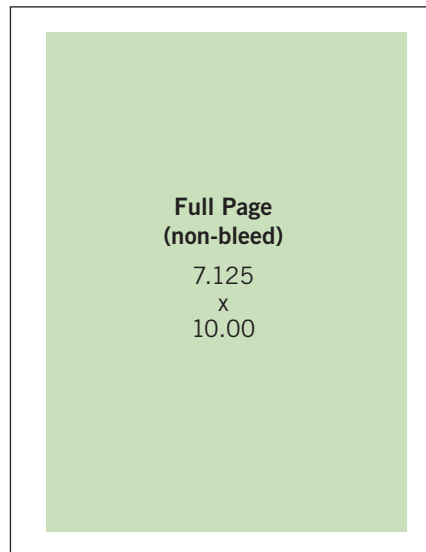
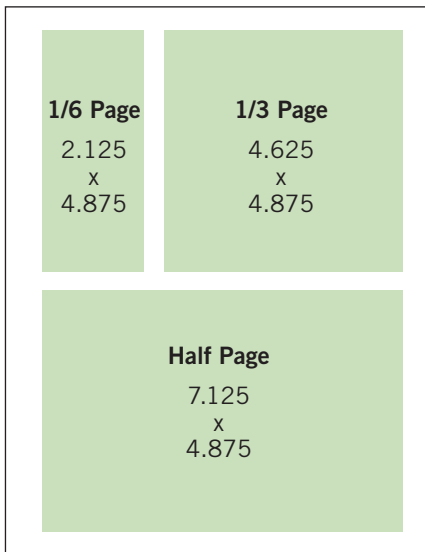
Terms:
Full payment is required before March 15, 2013

Artwork – accepted formats

Press quality PDF, Photoshop TIF, Illustrator 10/CS EPS (All fonts converted to outlines). Files to be supplied CMYK, 300dpi at 100%.

Advertisements are subject to the approval of design and content by the publisher. All ads positioned at the discretion of the publisher. Design & photography services are available—contact us for details.

For further information, and to submit files, email sburn@sdbcreative.com



To book your advertisement, and for more information about marketing opportunities, please contact Frontline Media:
Tel 905 857 2536 • frontlinemedia1@sympatico.ca



The Hills of Headwaters Tourism Association is your recognized tourism authority, working in collaboration with the province of Ontario, our local municipal partners and our regional tourism operators.

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ENHANCED LISTINGS

ACCOMMODATION: For independent guest houses and B&Bs
ARTS: For independent artists

	2.355 x 3.125	



**Accommodation
enhanced listing
example**

Actual size

The Top of the Hill B&B

14318 Creditview Rd, Cheltenham | 905-838-3790

Relax in this award winning B&B

Praesent vel odio risus. Quisque sed elit risus, sed facilisis dolor. Suspendisse sem urna, biben dum eget vehicula eu, faucibus sit amet erat. Morbi quis est sit amet odio gravida molestie nec posuere tus. Vivamus volutpat iaculis nunc nec vestibulum. Dornare orci elementum.

www.thetopofthehill.ca



**Artist
enhanced listing
example**

Actual size

Simon Burn

1402 Queen St, Alton, Caledon | 416 986 4757

Fine art photography

www.altonmill.com

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