

SUMMER & FALL 2011 LEISURE

Pier 4 Park

MARKETING CAMPAIGNS



Hamilton

tourismhamilton.com

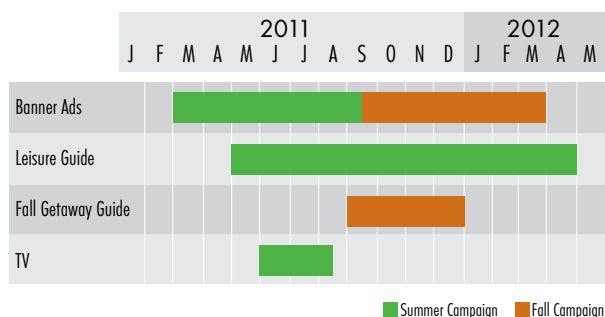
DEMOGRAPHICS

We are building on the success of last year's Summer Leisure Marketing Campaign – be part of another successful year!

- **100%** of campaign partners felt the campaign increased awareness for their product or attraction
- **81%** saw increased sales activity and interest as a direct result of the campaign
- **88%** felt the campaign helped meet their sales and marketing objectives
- **100%** of last year's partners are considering renewing



Campaign at a Glance



Summer Campaign

- Banner ads for partners on tourismhamilton.com start March 1, 2011 for 6 months
- Leisure guide hits Tourist Information Centre shelves across Ontario in early May 2011, one-year shelf life (100,000 copies)
- TV commercials start airing in June, 2011 for 11 weeks
- Online advertising on Canadian and U.S. high traffic sites (E.g. online newspapers, The Weather Network, Facebook) and family-focused sites (Canadian Family, Parent Central, Savvy Mom)

Fall Campaign

- Banner ads for partners appear on tourismhamilton.com start September 1, 2011 for 6 months
- Fall Getaway Guide distributed through Southern Ontario Newspapers mid-September, 2011 (approx. 230,000 copies)
- Online advertising on Canadian and U.S. high traffic sites (E.g. online newspapers, The Weather Network, Facebook) and family-focused sites (Canadian Family, Parent Central, Savvy Mom)

Target Audience

This campaign will deliver significant reach to our primary target groups which include:

Summer Campaign

- **Footloose Families***
(Ontario/U.S.) – younger middle age (35 - 44) families with children, usually under 15
- **Hamiltonians** – leveraging visiting friends and relatives
- **Visitors** – for conventions, sporting events, festivals, entertainment & attractions

Fall Campaign

- **Young Go-Gos/Young and Restless***
(Ontario/U.S.) – singles and couples (25 - 44) with no children
- **Retired Roamers/Silver Streaks***
(Ontario/U.S.) – mature couples (55+) who have already raised their families
- **Adventurers/High Flyers***
(Ontario/U.S.) – Affluent older middle-aged (45 - 64) married couples with adult-age children

*As identified by OTMPC Environics Research

CAMPAIGN PACKAGES

2011 - 2012 LEISURE MARKETING

SUMMER

CAMPAIGN PACKAGES

Includes Television, Experience Hamilton Tourist Guide and Online

	PREMIUM	SILVER	BRONZE	MARKET
COST	\$5,500	\$3,500	\$2,000	\$250-\$450
ESTIMATED IMPRESSIONS	1,613,000	996,500	594,500	260,000

Inside Front Cover or Inside Back Cover - add \$1,000

Outside Back Cover - add \$2,000

BONUS: Get this year's package at last year's prices.

TELEVISION	PREMIUM	SILVER	BRONZE	MARKET
NUMBER OF SPOTS	14	7	N/A	N/A
COVERAGE	PROVINCIAL	PROVINCIAL	N/A	N/A

10 - Second Provincial Commercial Features on Global Ontario & CHCH (50% Prime Time) Includes Production

PRINT	PREMIUM	SILVER	BRONZE	MARKET
AD SIZE	FULL PAGE	HALF PAGE	QUARTER PAGE	1/8 OR 1/16

2011 - 2012 Experience Hamilton Tourist Guide
One Year Shelf Life, distributed across Ontario

ONLINE	PREMIUM	SILVER	BRONZE	MARKET
6 MONTH BANNER AD	YES	YES	NO	NO
ENHANCED LISTING WITH PREFERRED POSITIONING, BLOG CATEGORY, INTERACTIVE MAP	YES	YES	YES	NO
EDITORIAL IN ONE BI-WEEKLY E-NEWSLETTER	FEATURE POSITION	SECONDARY POSITION	NO	NO
BANNER AD IN ONE E-NEWSLETTER	YES	NO	NO	NO
OFFER INCLUSION IN COUPON BOOKLET (GUIDE & ONLINE)	OPTIONAL	OPTIONAL	NO	NO
INCLUSION IN HAMILTON GETAWAY CONTEST PACKAGE	OPTIONAL	OPTIONAL	NO	NO

tourismhamilton.com

2011 - 2012 LEISURE MARKETING

FALL

CAMPAIGN PACKAGES

Includes Fall Getaway Guide and Online

	PREMIUM	SILVER
COST	\$3,000	\$2,000
ESTIMATED IMPRESSIONS	670,000	355,000

BONUS: Get this year's package at last year's prices.

PRINT	PREMIUM	SILVER
AD SIZE	HALF PAGE	QUARTER PAGE
WRITTEN EDITORIAL	INCLUDED	INCLUDED

2011 - 2012 Tourism Hamilton Fall Getaway Guide
Free Standing Insert, distributed through Southern Ontario Newspapers

ONLINE	PREMIUM	SILVER
6 MONTH BANNER AD	400,000	85,000
ENHANCED LISTING WITH PREFERRED POSITIONING, BLOG CATEGORY, INTERACTIVE MAP	YES	YES
EDITORIAL IN ONE BI-WEEKLY E-NEWSLETTER	FEATURE POSITION	SECONDARY POSITION
BANNER AD IN ONE E-NEWSLETTER	YES	NO
INCLUSION IN HAMILTON GETAWAY CONTEST PACKAGE	OPTIONAL	OPTIONAL

tourismhamilton.com

BUNDLE AND SAVE OVER \$400!*
5% discount on total package price
 when both Summer and Fall Campaigns are booked together.

* Minimum Silver Package required for Summer and Fall

SPECIFICATIONS

SUMMER

SUMMER CAMPAIGN DEADLINE
MARCH 18, 2011

EXPERIENCE HAMILTON TOURIST GUIDE

FINISHED TRIM SIZE 8.375" wide x 10.875" high

INK COLOUR All colours must be CMYK. No pantone or spot colours permitted. If supplied, files will be converted to CMYK.

FILE FORMAT Submitted material must be supplied in a high resolution (300 dpi), PDF/x-1a:2001 format. Other accepted files are tiff and eps.

Submitted files must be flattened. Files must be Mac based.

AD PRODUCTION Should you require artwork to be built, ask about special rates for Tourism Hamilton partners.

Colour proofs MUST be supplied to guarantee printing accuracy.

Full Page Live Area: 8.375" x 10.875" Bleed: 8.625" x 11.125" Safety: 7.875" x 10.375" PREMIUM	Half Page Live Area: 7.375" x 4.875" No Bleed SILVER	Quarter Page Live Area: 3.625" x 4.875" No Bleed BRONZE
Market Ad Double Size Live Area: 3.625" x 2.375" No Bleed MARKET	Market Ad Single Size Live Area: 1.75" x 2.375" No Bleed MARKET	

ONLINE WEB BANNER SPECS

Size: 728px wide x 90px high **File Format:** Jpeg or Flash Files

TELEVISION MATERIAL REQUIREMENTS

4 high resolution images - 300 dpi jpeg

3 copy points to highlight product/service

Logo supplied as Adobe Illustrator vector eps (outlined fonts)

FALL

FALL CAMPAIGN DEADLINE
AUGUST 12, 2011

TOURISM HAMILTON GETAWAY GUIDE

FINISHED TRIM SIZE 7" wide x 10.875" high

INK COLOUR All colours must be CMYK. No pantone or spot colours permitted. If supplied, files will be converted to CMYK.

FILE FORMAT Submitted material must be supplied in a high resolution (300 dpi), PDF/x-1a:2001 format. Other accepted files are tiff and eps.

Submitted files must be flattened. Files must be Mac based.

AD PRODUCTION Should you require artwork to be built, ask about special rates for Tourism Hamilton partners.

Colour proofs MUST be supplied to guarantee printing accuracy.

Half Page Live Area: 6.25" x 5" No Bleed PREMIUM	Quarter Page Live Area: 3.0625" x 5" No Bleed SILVER
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ONLINE WEB BANNER SPECS

Size: 728px wide x 90px high **File Format:** Jpeg or Flash Files

Please supply all advertising material on disk or via FTP

Please use the contact information below for ftp access.

For more information contact:

Janice Novak, Rise Media Services

3375 North Service Road A12-15, Burlington Ontario L7N 3G2

905 335 3322 jnovak@risemedia.ca