



travel@travelourbackyard.com  
 www.travelourbackyard.com  
 Phone: 613-732-7774



## Now Booking For 2018!

30,000 printed copies + digital downloads

Travel Our Backyard magazine is one of the most sought-after local publications every year by locals and visitors alike. With **30,000** printed copies, and another **5,000** downloaded online, we have the tourism market covered!



### Deadline to book space: April 27, 2018 | Publishing: May 18, 2018

- Delivery to locations before the May long weekend
- Promoted throughout Eastern Ontario
- A favourite FREE publication for local people
- Supplemented by 101 Things to Do in the Valley

## Bookings Include Year-Round Promotion!

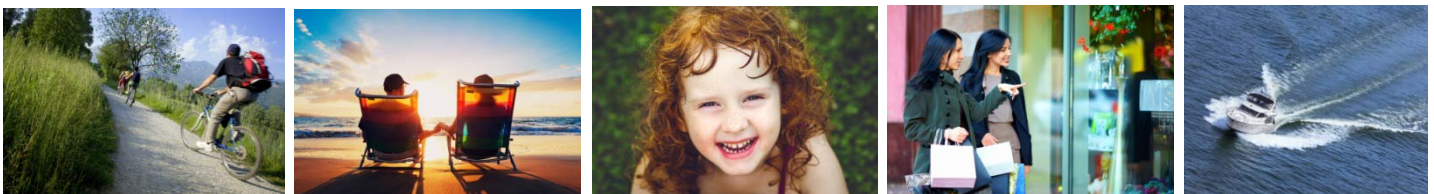
At Travel Our Backyard, we offer year-round tourism promotion with a list of 101 Things to Do in the Valley, distributed six times each year. Again for 2018 we are packaging some 101 listings with advertising bookings so that you benefit from promotion in the magazine and in our regular distributed list. Lists covered in this promotion include:

May-June 2018  
 July-August 2018

September-October 2018  
 November-December 2018

January-February 2019  
 March-April 2019

We cover shoulder seasons, off-seasons and more to help you get the most from tourism this year!



## Rewards Contest! \$500 Giveaway!

To help promote Travel Our Backyard, and the local businesses within it, we run an annual contest to engage our followers. This year we are doing it again! People can visit anywhere that is advertised in the magazine and by submitting a photo, they are entered to win cash prizes of \$250, \$150 or \$100. No strings attached - just travel and win!

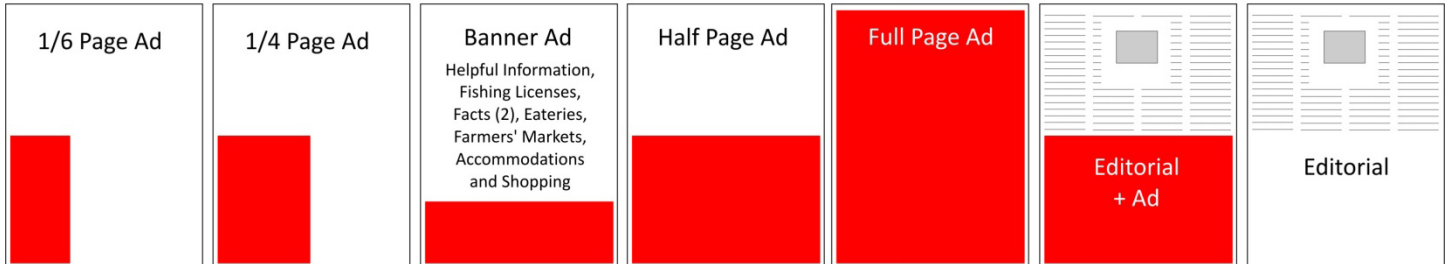
## 2018 Advertising Options

There are plenty of ways to advertise with us this year!

### Special Sections

Golf Courses | Shopping | Eateries | Accommodations | Farmers' Markets

- Listing (\$145) - 50 word listing plus contact information
- Listing + Ad (\$300) - 50 word listing plus 1/6 page ad



### Regular Display Advertising

- 1/6 page Ad = \$235 (Includes one free listing in your choice of 101 Things to Do in the Valley editions)
- 1/4 page Ad = \$350 (Includes two free listings in your choice of 101 Things to Do in the Valley editions)
- Banner Ad = \$400 (One ad on the following pages: Helpful Information, Fishing Licenses, Facts, Farmers' Markets; includes three free listings in your choice of 101 Things to Do in the Valley editions)
- 1/2 Page Ad = \$575 (Includes a free listing in every issue of 101 Things to Do in the Valley)
- Full Page Ad = \$925 (Includes two free listings in every issue of 101 Things to Do in the Valley)

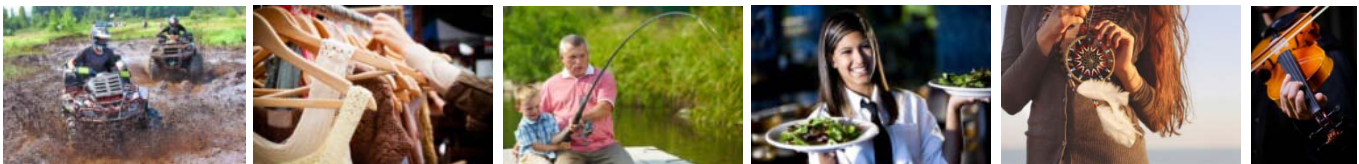
### Limited Opportunity Display Advertising

All bookings come with five free listings in every issue of 101 Things to Do in the Valley

- Inside Front Cover = \$1,275
- Inside Back Cover = \$1,275
- Centre Spread = \$1,500
- Back Cover = \$1,575

### Editorial Options

- Editorial = \$285 (400 word article about your tourism experience + photo)
- Editorial + Ad = \$825 (400 word article + photo, ad half page ad beneath on the same page, making a full page ad. This option includes a free listing in every issue of 101 Things to Do in the Valley.)



### Booking Notes

- Graphic design is included in the price of display advertising. If supplying artwork, please request design guidelines.
- Editing assistance is included in the cost of editorial options.
- All prices are plus HST.
- Advertising designed by us (Forward Thinking) can only be used in Travel Our Backyard magazine.

## Contact Us

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