

# **Package Program**

**An Online Package Program  
with bonus placement in a Resident Direct Mail Brochure**  
(Fall Brochure 2008 and Winter Brochure 2009)

**Post your package on  
NewfoundlandLabrador.com,  
and as an added bonus get a free placement in  
the Fall or Winter “No Place Like Home”  
Resident Direct Mail Brochure.**

**The Package section is  
one of the top 10 visited pages  
on newfoundlandlabrador.com.**

**Get your vacation package delivered to every  
household in Newfoundland and Labrador  
through the Fall and Winter brochures.**



# Package Program

## An Online Package Program with bonus placement in a Resident Direct Mail Brochure

(Fall Brochure 2008 and Winter Brochure 2009)

### PACKAGE SUMMARY:

The Package Program gives you an opportunity to showcase your packages online and in print. Choose from four combinations of online and print opportunities.

### PACKAGE PROGRAM:

- **Online Packages:** Feature your company's package on NewfoundlandLabrador.com, the official Newfoundland and Labrador website
- **Print Packages (Resident Direct Mail Brochure):** Feature your package in the Resident "No Place Like Home" Direct Mail Brochure during the resident advertising campaign. Placements are available in the Fall 2008 brochure and the Winter 2009 brochure.

The brochures will be mailed to every household in Newfoundland and Labrador in the Fall 2008 and Winter 2009. 200,000 copies of each brochure will be produced and print ads will draw customers to the website for details on your package.

### OPTIONS & COST:

- **Option 1** – Fall Online & Bonus Print - Choose the Fall quarter and the Fall Direct Mail Brochure - **\$250.00**
- **Option 2** – Winter Online & Bonus Print - Choose the Winter quarter and the Winter Direct Mail Brochure - **\$250.00**
- **Option 3** – Print Only - Choose one Direct Mail Brochure - **\$250.00**
- **Option 4** – Online Only – Choose one Quarter - **\$250.00**

### DEADLINES:

Online Package	Fall Quarter	Winter Quarter	Spring Quarter	Summer Quarter
Posting Time	September, October, November 2008	December 2008, January, February 2009	March, April, May 2009	June, July, August 2009
Booking, Online Package Material & Payment Deadline	August 20, 2008	November 20, 2008	Details of the 2009 Spring/Summer Package Program to be determined	
<b>BONUS - Resident Direct Mail Brochures</b>	<b>Fall 2008</b>	<b>Winter 2009</b>		
Distribution Date	September 3, 2008	January, 2009		
Booking, Material & Payment Deadline	June 30, 2008	October 31, 2008		

### To book contact

Trent at AppleCore - Tel: 709-753-3652 - Fax 709-753-3687 – [tourism@applecore.ca](mailto:tourism@applecore.ca)

### For assistance developing for package contact

Chris Tuck, Product Development, Newfoundland and Labrador Tourism  
Tel: 709- 256-1479 - [christuck@gov.nl.ca](mailto:christuck@gov.nl.ca)

# Package Program Booking Sheet

## 1. OPERATOR INFORMATION (For contact purposes only)

Company/Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Web Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_  
 Email: \_\_\_\_\_

## 2. SELECT ONE OR MORE OPTIONS

- Option 1** – Fall Online & Bonus Print - \$250.00
  - Fall Quarter (September, October, November 2008)
  - Fall 2008 Resident Direct Mail
- Option 2** – Winter Online & Bonus Print - \$250.00
  - Winter Quarter (December 2008, January, February 2009)
  - Winter 2008 Resident Direct Mail
- Option 3** – Print Only - Choose one or both Direct Mail Brochure(s) - \$250.00 each
  - Fall Resident Direct Mail
  - Winter Resident Direct Mail
- Option 4** – Online Only – Choose one or both quarters - \$250.00 each
  - Fall Quarter (September, October, November 2008)
  - Winter Quarter (December 2008, January, February 2009)

## SAMPLE OF ONLINE PACKAGE

Photo →		<p><b>Lobster Lovers</b></p> <p>Watch the lobster boats pulling their traps right in front of your cottage. Your stay includes two evenings in your own oceanfront cottage, double person Jacuzzi, robes, candles and a lobster dinner for two delivered right to your door! Breakfast basket included.</p>	<p style="text-align: center;"><b>Avalon</b></p> <div style="border: 1px solid black; padding: 10px; width: fit-content; margin: 0 auto;"> <p style="text-align: center;">LOGO</p> </div>	← Region
Price →	<p><b>Starting at \$289/couple</b></p> <p><i>April 10-June 15</i></p>	<p>📍 5 Bumblebee Bite</p> <p>☎ 709-555-5555 TF: 1-888-555-5555</p> <p>☎ 709</p> <p>✉ charlie@cottages.com</p> <p>🌐 www.cottages.com</p>	← Logo	← Package Description
Disclaimer →			← Physical Location	← Local & Toll
			← Fax	← Email
			← Web Address (URL)	

Packages in the Direct Mail Brochures will have a different design but will include the same information and exclude the photo. To see other examples of packages visit [www.NewfoundlandLabrador.com/Packages](http://www.NewfoundlandLabrador.com/Packages).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Online Package Booking Sheet\*

1. COMPANY NAME: \_\_\_\_\_

## 2. SELECT OPTION

- Option 1 – Fall Online & Print     Option 2 – Winter Online & Print     Option 3 – Online Only
- Fall Quarter (Sept., Oct., Nov. 2008)  
 Winter Quarter (Dec. 2008, Jan., Feb. 2009)

## 3. MAXIMUM CHARACTER COUNT AND IMAGE CRITERIA

**Package Title:** 30 characters  
**Description:** 380 characters  
**Price:** 36 characters

**Disclaimer:** 80 characters  
**Physical Location:** 36 characters  
**Photo:** 115 x 115 pixels (300 dpi)  
(1 photo - online packages only)

**Logos:** 92 pixels in width  
No more than 160 pixel  
combined height (300 dpi)  
(Maximum of 2)

(Please double check your character count when cutting & pasting from another document. Characters limits are the total number of letter, spaces & punctuation)

## 4. CUSTOMER CONTACT INFORMATION

**Company/Advertising Name:** \_\_\_\_\_

**Physical Location:** \_\_\_\_\_

**Local Telephone:** \_\_\_\_\_

**Toll Free:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Web address:** \_\_\_\_\_

## 5. DISCLAIMER

(Dates Available, Expiry Dates, # days, # nights, conditions and disclaimers)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Must be date specific. Valid year round is not acceptable.
- Online Packages can be available anytime regardless of which quarter you post. However, Direct Mail Packages must be valid during applicable season

## 6. PRICE

Choose from 1 of the following

- \$ \_\_\_\_\_ per person (based on \_\_\_\_\_ occupancy)  
 \$ \_\_\_\_\_ per couple  
 \$ \_\_\_\_\_ per child  
 \$ \_\_\_\_\_ per family (2 adults, 2 child)  
 \$ \_\_\_\_\_ other  
 starting at \$ \_\_\_\_\_  
 Taxes are included     Taxes are not included

## 7. PACKAGE TITLE:

\_\_\_\_\_

## 8. SEASON PACKAGE AVAILABLE:

- Winter     Spring     Summer     Fall

## 9. REGION

- Avalon     Eastern     Central  
 Western     Labrador     Province Wide

## 10. CORE EXPERIENCES (Max. of 2)

- Culture & Heritage     Golfing     Nature Viewing     Skiing  
 Family Fun     Hiking & Walking     Outdoor Adventures     Snowmobiling  
 Fishing     Icebergs & Whales     Romantic Retreats     Urban Getaways  
 Rural Retreats

## 11. PACKAGE DESCRIPTION (Include what components are included in package)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 12. PHOTOS AND LOGOS

- Photo attached     Logo attached     Photo to follow     Logo to follow

\*Submit separate forms if choosing more than one online option.

# Print Package Booking Sheet\*

1. COMPANY NAME: \_\_\_\_\_

## 2. SELECT OPTION

- Option 1 – Fall Online & Print     Option 2 – Winter Online & Print     Option 3 – Print Only  
 Fall 2008  
 Winter 2008

## 3. I WILL FEATURE

- The same package in both the Online Program and the Direct Mail brochure (do not complete the remaining sections)  
 Different packages in the Online Program and the Direct Mail brochure (complete the remaining sections)

## 4. MAXIMUM CHARACTER COUNT AND IMAGE CRITERIA

**Package Title:** 30 characters

**Description:** 380 characters

**Price:** 36 characters

**Disclaimer:** 80 characters

**Physical Location:** 36 characters

**Photo:** 115 x 115 pixels (300 dpi)

(1 photo - online packages only)

**Logos:** 92 pixels in width

No more than 160 pixel

combined height (300 dpi)

(Maximum of 2)

(Please double check your character count when cutting & pasting from another document. Characters limits are the total number of letter, spaces & punctuation)

## 5. CUSTOMER CONTACT INFORMATION

**Company/Advertising Name:** \_\_\_\_\_

**Physical Location:** \_\_\_\_\_

**Local Telephone:** \_\_\_\_\_

**Toll Free:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Web address:** \_\_\_\_\_

## 6. DISCLAIMER

(Dates Available, Expiry Dates, # days, # nights, conditions and disclaimers)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Must be date specific. Valid year round is not acceptable.
- Online Packages can be available anytime regardless of which quarter you post. However, Direct Mail Packages must be valid during applicable season

## 7. PRICE

Choose from 1 of the following

- \$ \_\_\_\_\_ per person (based on \_\_\_\_\_ occupancy)  
 \$ \_\_\_\_\_ per couple  
 \$ \_\_\_\_\_ per child  
 \$ \_\_\_\_\_ per family (2 adults, 2 child)  
 \$ \_\_\_\_\_ other  
 starting at \$ \_\_\_\_\_  
 Taxes are included     Taxes are not included

## 8. PACKAGE TITLE:

\_\_\_\_\_

## 9. REGION

- Avalon     Eastern     Central  
 Western     Labrador     Province Wide

## 10. CORE EXPERIENCES (Max. of 2)

- Culture & Heritage     Golfing     Nature Viewing     Skiing  
 Family Fun     Hiking & Walking     Outdoor Adventures     Snowmobiling  
 Fishing     Icebergs & Whales     Romantic Retreats     Urban Getaways  
 Rural Retreats

## 11. PACKAGE DESCRIPTION (Include what components are included in package)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 12. PHOTOS AND LOGOS

- Photo attached     Logo attached     Photo to follow     Logo to follow

\*Submit separate forms if choosing more than one print option.

# Package Program Details

## 1. OPTIONS & COST

There are 4 options to choose from:

**Option 1** – Fall Online & Bonus Print - Choose the Fall quarter and the Fall Direct Mail Brochure - \$250.00

**Option 2** – Winter Online & Bonus Print - Choose the Winter quarter and the Winter Direct Mail Brochure- \$250.00

**Option 3** – Print Only - Choose one Direct Mail Brochure - \$250.00

**Option 4** – Online Only – Choose one Quarter - \$250.00

---

## 2. HOW TO BOOK

Complete required pages and send booking form, materials and payment by email, fax or mail to:

AppleCore Interactive, Attn: Trent Skanes, Suite 202, Calendonía Place, 40 Quidi Vidi, St. John's, NL A1A 1C1

Tel: 709-753-3652 – Fax 709-753-3687 – [tourism@applecore.ca](mailto:tourism@applecore.ca)

Payment by cheque to AppleCore Interactive. By Visa call 753-3652

---

## 3. CRITERIA

To qualify as a package, at least two of the following must be met in addition to a minimum of 1 overnight stay:

- Transportation
- Meals
- Activities or Entertainment
- Mementos or souvenirs
- Related service – guides, instructors, equipment, etc
- Fee or admissions

To qualify as an offer, at least one of the following criteria must be met:

- Day trips with 2 or more complementary products such as activities, entertainment, attractions or meals.
  - Off peak specials such as price discounts combined with other preferred customer services.
- 

## 4. TERMS & CONDITIONS

- Must be a provincial-based tourism operator
  - Maximum of two packages online per operator per quarter.
  - You can submit one package for the website and a different package for the print option
  - Only one price point is permitted in each placement
  - No changes permitted to the package once posted on the website
  - There are a limited number of package placements available
  - Packages will not be placed before payment is received
  - Placements are sold on a first-come, first-serve basis
  - Online Packages can be available anytime regardless of which quarter you post. However, Direct Mail Packages must be valid during applicable season
  - The Department of Tourism, Culture and Recreation and its partners reserve the right to edit content submitted
- 

## 5. PROOFING DETAILS

There will be two proofing processes. One for the online package and one for the direct mail package.

- Target Marketing is responsible for the Resident Direct Mail Brochure Proof
- AppleCore Interactive is responsible for the Online Package Proof