

2008 “No Place Like Home” Resident Advertising Campaign and the Online Packages Program

Dear Tourism Partner,

As a tourism operator, you now have the opportunity to purchase space on the NewfoundlandLabrador.com website to promote your packages and special offers to thousands of potential visitors. As added bonus, **if you purchase your space before April 3**, you will also have the opportunity to promote your packages to residents of the province as part of the 2008 No Place Like Home Resident Advertising Campaign.

Here is how it works:

Online Package Program:

The new Online Package program will provide you with an opportunity to feature your packages to visitors of NewfoundlandLabrador.com. The Packages and Offers section of the website is one of the top 10 pages visited on NewfoundlandLabrador.com. Packages and Offers are displayed by core experiences, season and region. Display your package for 3 months for \$250.00.

First time offer: Book now for the upcoming quarter and receive a bonus month (May) for free. See the booking schedule on the booking request form attached.

Bonus offer: No Place Like Home Resident Advertising Campaign:

Participate in the Online Package Program by **April 3**, and you will receive a complimentary placement in the Spring/Summer Resident Direct Mail brochure. This brochure, featuring packages and offers, will be mailed to every household in Newfoundland and Labrador this spring; 200,000 copies of the direct mail piece will be produced. The resident program also includes an advertising campaign using traditional media such as radio, print and television to draw attention to the brochure and promote the online packages.

Cost: This new Online Packages Program, with a bonus of the 2008 No Place Like Home Spring/Summer Brochure, is available for \$250.00. This is the most cost effective advertising opportunity available for reaching both the resident and non-resident market.

Booking Deadline: 10 business days before each quarter (schedule attached)

Material and Payment deadline: 5 days before each quarter.

Deadline for Bonus Resident Advertising Campaign display: April 3

***IMPORTANT CHANGES FOR PARTICIPATION in the Resident Advertising Campaign NEW FOR 2008 –** Please note, this is the only sales material that you will receive for the Resident Advertising Campaign. You must book by submitting the booking request form and materials by April 3, 2008. Complete the attached form to participate in both programs.

To participate contact Trent at AppleCore Interactive

Tel: (709) 753-3652 • Fax: (709) 753-3687 • tourism@applecore.ca

For information on the Resident Campaign contact

Brett Thornhill by phone at (709) 729-2806 or email Brett.Thornhill@gov.nl.ca.

For information on the Online Package Program contact

Shelley Magnusson by phone at (709) 729-5251 or email ShelleyMagnusson@gov.nl.ca



Request for Online Packages/Offers

1 OPERATOR INFORMATION

Company/Organization: _____

Address: _____

Postal/Zip Code: _____ Fax: _____

Contact: _____ Web Address: _____

Phone: () _____ Toll Free Phone: () _____

E-mail: _____

2 PACKAGES/OFFERS REQUESTED

Quarter #1
December, January and February

Quarter #3
June, July and August

Quarter #2
March, April and May

Quarter #4
September, October and November

Please check to confirm participation in Resident Advertising Campaign (Deadline April 3)

3 CRITERIA

- Must be a provincial-based tourism operator
- To qualify as a package, at least two of the following must be met in addition to a minimum of 1 overnight stay (accommodations or campgrounds):
 - Transportation to or within destination area
 - Meals at or en-route to destination
 - Activities or entertainment
 - Mementos or souvenirs
 - Related services – guides, instructors, equipment, etc.
 - Fees or admissions
- To qualify as an offer, at least one of the following criteria must be met:
 - Minimum 20% discount off regular rates on product
 - 2 for the price of 1
 - Buy one, get one free
 - Family rate
- We reserve the right to edit content and photography
- No changes permitted to the packages/offers once posted on the website

4 BOOKING DETAILS

- Packages/Offers cost \$250 per quarter per package
- Thirty package/offer placements are available each quarter
- Maximum of two packages/offers per operator per quarter
- Complimentary Spring/Summer No Place Like Home Resident Advertising Campaign: April 3

Booking deadline: 10 business days before each quarter

• Packages/Offers will be sold on a first come, first serve basis.

Material and payment deadline: 5 days before each quarter

• Package/Offers will not be placed before payment is received

Package/Offers booking form, materials and payment are to be sent to:

AppleCore Interactive, Attn. Trent Skanes

Suite 202, Caledonia Place, 40 Quidi Vidi Road St. John's NL A1A 1C1

Inquiries: (tel) 753-3652 • (fax) 753-3687 • tourism@applecore.ca

Payment by cheque to: AppleCore Interactive • by VISA call: 753-3652



Packages/Offers Specifications

Package Title: 1 line of 30 characters*

Description: 6 lines of 36 characters (216 total)

Price: 3 lines of 12 characters (36 total)

*Spaces are included in character count

Disclaimer: 3 lines of 12 characters (36 total)

Physical Location: 1 line of 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)

Company/Advertising Name: _____

Package Title: _____

(1 line of 30 characters maximum)

Price:

Choose from one of 6 options

- starting at \$ _____
- \$ _____ per person (based on Double occupancy)
- \$ _____ per couple
- \$ _____ per child
- \$ _____ per family (2 adults, 2 child)
- \$ _____ other: _____

Dates Available, Expiry Date, Conditions and Disclaimers:

(Maximum of 36 characters)

Physical Location:

(Maximum of 36 characters)

Package/Offer Description:

(Maximum of 216 characters)

Telephone: _____

Email: _____

Web Address: _____

Season Package is Available:

Winter Spring Summer Fall

Region:

Avalon Eastern Central Western Labrador

Core Experience: (Maximum of 2)

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

Sample Packages/Offers Layout

Microsoft Internet Explorer
http://www.newfoundlandandlabrador.com/Packages/Default.aspx
Welcome to Newfoundland and Labrador, Canada

About Things To Do Things To Do Plan A Trip Sights & Sounds

Newfoundland Labrador CANADA

Things To Do
Outdoor Activities
Culture & Heritage
Wildlife & Nature
Bird Watching
Icebergs
Whales
Hunting & Fishing
Winter
Packages
Culture & Heritage
Family Fun
Fishing
Golfing
Hiking & Walking
Icebergs & Whales
Nature Viewing
Outdoor Adventures
Romantic Retreats
Skiing
Snowmobiling
Urban Getaways
Festivals & Events
Shopping
Reasons To Visit
Current Events
What Do I Feel Like Today?

Regions

Lost?
Home
Travel Tools
Maps
Order Traveler's Guides
Site Map
Plan A Trip
Tell A Friend
Contact Us
Links
Bookmark Us

Home | About | Things To Do | Places To Go | Plan A Trip | Sights & Sounds

Travel Media | Travel Trade | Photo Credits | Copyright | Privacy Policy | Terms & Conditions

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Region

Newfoundland Labrador CANADA

Text Size: A A A

Travel Bag
Log in to view or build your Travel Bag.
Sign Up! Log In

Newsletter
Manage your Newsletter settings.
Sign Up! Log In

Order Guides
Order a Traveler's Guide, Hunting and Fishing Outfitters Guide, or a
Order Now!

Home > Plan A Trip > Packages > Culture & Heritage

Culture & Heritage

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