

PRINT

# DESTINATION ONTARIO OTIC OUTDOOR KIOSK

ONTARIO TRAVEL INFORMATION CENTRES – VARIOUS LOCATIONS

2018 / 2019

## PRINT ADVERTISING OPPORTUNITY – OUTDOOR KIOSKS

OTMPC operates 11 Ontario Travel Information Centres (OTICs) across the province that welcome over **1 million** visitors annually. The OTICs actively promote and sell Ontario products and services through in-person, customized travel planning with the aim of creating incredible Ontario travel experiences.

## NEW PROGRAM OFFERING 3, 6 AND 12 MONTH KIOSK OUTDOOR ADVERTISING

Reach this travelling, in-market, ready-to-buy consumer group, and raise top-of-mind awareness, through this exciting, high profile outdoor advertising opportunity from as little as \$500 at the province's Ontario Travel Information Centres (OTICs).

## KIOSK ADVERTISING ADVANTAGES:

- Approximately 4 feet wide by 6 feet tall
- 1 - 3 panel kiosks available, varies by location
- Always ON! Outstanding visibility and quality impressions 24 hours a day
- Target travellers. Kiosks are available in areas where other types of out-of-home advertising are unavailable (zoned out to other media)
- High circulation figures due to great positioning at prime OTIC locations
- Large format providing high exposure and impact
- Vehicular and pedestrian traffic (varies by location)

## Outdoor Kiosk Locations

- Barrie
- Hawkesbury
- Niagara Falls
- St. Catharines
- Sault Ste. Marie
- Sarnia
- Windsor



**Note:** Ontariotravel.net is the official tourism consumer website for travel in Ontario, and reaches millions of global consumers annually. Promote your business, festivals and events, and packages with a FREE listing on OntarioTravel.net

To submit your business listing visit [www.TourismPartners.com](http://www.TourismPartners.com)

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## SALES CONTRACT

Agency (if submitting booking): \_\_\_\_\_

Tourism Organization/Advertiser: \_\_\_\_\_

Auth. Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

OTIC OUTDOOR KIOSK		Subtotal
\$500/3 mos.	<input type="checkbox"/> Any three (3) consecutive months between April 2018 – March 2019 <i>per panel/location.</i>	
\$1000/6 mos.	<input type="checkbox"/> Any six (6) consecutive months between April 2018 – March 2019 <i>per panel/location.</i>	
\$2000/1 yr.	<input type="checkbox"/> April 1, 2018 - March 31, 2019 <i>per panel/location.</i>	
<b>PRICE IS VALID FOR ONE (1) ADVERTISING SPOT/LOCATION. ADDITIONAL FEES APPLY TO ADDITIONAL LOCATIONS.</b>		
<i>SUBJECT TO 13% HST</i>		

OTIC OUTDOOR KIOSK	April 2018	May 2018	June 2018	July 2018	August 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	March 2019
<i>SELECT ONTARIO TRAVEL INFORMATION CENTRE LOCATION AND TIME PERIOD (MONTHS MUST BE CONSECUTIVE)</i>												
Barrie												
Hawkesbury												
Niagara Falls												
St. Catharines												
Sault Ste. Marie												
Windsor												

**SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS**

**Materials Deadlines:** Two (2) weeks prior to installation

### GRAPHIC SPECIFICATIONS – PRINT

*Note: Advertiser is responsible for producing creative. Send completed artwork to appropriate centre directly for installation.*

The outdoor graphic panel requires a non lit graphic panel. For best results use .020 styrene. Paper posters not recommended for outdoor use.

**SUBMIT SALES CONTRACT BY EMAIL: [otmpc.contracts@ontario.ca](mailto:otmpc.contracts@ontario.ca)**  
**Questions? Call 1-888-365-4422 / 416-314-6314 or e-mail [otmp.sales@ontario.ca](mailto:otmp.sales@ontario.ca)**

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**CONFIRMATION:** If you do not receive a confirmation-of-booking within 3 business days, please contact the Ontario Tourism Marketing Partnership Corp., Partnership and Sales Department. **No order should be considered booked until you receive this confirmation.**

**MATERIALS:** Materials Shipping Slip(s) will be issued with electronic confirmation-of-booking.

**PAYMENT:** Rates are in Canadian dollars. Payment is due 30 days following receipt of invoice. Please make cheque payable to: Ontario Tourism Marketing Partnership Corp., Attention: Accounts Receivable, 10 Dundas Street East, Suite 900, Toronto, ON M7A 2A1 and include a copy of this signed sales contract.

**Authorization** – I contract irrevocably with the Ontario Tourism Marketing Partnership Corp. (an agency of the Government of Ontario), on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document 'Terms of the Agreement' on page 3.

**Commitment Guarantee:** I understand that by signing and returning this Sales contract, I am committing to purchase (if available), all opportunities above, and that should materials not be submitted, I am still liable for all charges noted above.

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

## TERMS OF THE AGREEMENT

- As the Advertiser, I understand that by signing and returning this Sales Contract, I am committing to purchase (if available), this program opportunity, and that should materials not be submitted for this program, I am still liable for all charges noted in the Sales Contract.
- The Advertiser's account must be in good standing with Ontario Tourism Marketing Partnership Corporation (OTMPC) (An Agency of the Government of Ontario: Ontario Ministry of Tourism, Culture, Sport) before the Advertiser can participate in any new OTMPC programs.
- A completed copy of the sales contract must be emailed to OTMPC. Space is limited. The OTMPC, hereafter, the "Publisher", will issue the Advertiser an invoice for the full amount owed for advertising space (no interest shall be accrued).
- Payment in full (including applicable taxes) along with a copy of the Sales Contract is due within 30 days of receipt of invoice, or immediately with credit card payment. Any bookings not fully paid will be subject to cancellation without notice.
- Cancellations are not accepted after The Publisher receives Advertisers' signed Sales Contract.
- Payment will not be refunded if Advertiser materials are not received by the materials deadline.
- The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
- The Publisher assumes no liability for errors or omissions.
- If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word "advertisement" or "advertorial" at the top of the ad, without the consent of the advertiser.
- Any condition in an Advertiser's contract, Sales Contract, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
- Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
- Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher's control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
- The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
- The Advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
- Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
- The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
- Advertising agencies agree to pay all charges for advertising placed through their order, even in the event that the Advertiser makes no payment. The Publisher has the authority to hold both the Advertiser and the agency jointly or severally liable for such monies due and payable to the Publisher. In the event of non-payment of final amount by the booking deadline, the advertisement will not be run and any deposits not returned.
- Failure to publish the advertising cancels the Sales Contract. In this event any payment will be returned, but the Advertiser agrees that this does not constitute breach of contract.
- The Advertiser acknowledges and agrees that Key Performance Indicators (KPIs) estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
- For print, ads with clip-out coupons will not be accepted.
- Online ads must be provided in format requested. No other ad types will be accepted (e.g. no flash ads).

As of December 5, 2017