

# MULTI-MEDIA

## DESTINATION ONTARIO ONTARIO TRAVEL INFORMATION CENTRES

2018 / 2019

### DIGITAL, PRINT AND DISPLAY ADVERTISING OPPORTUNITIES

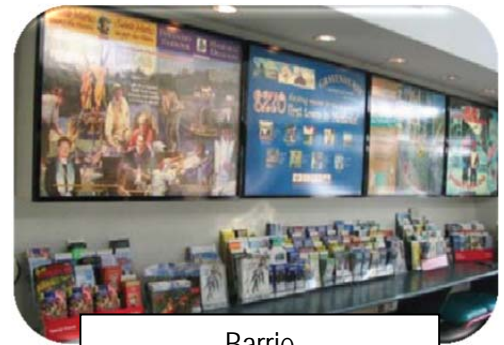
OTMPC operates 11 Ontario Travel Information Centres (OTICs) across the province that welcome over **1 million** visitors annually. The OTICs actively promote and sell Ontario products and services through in-person, customized travel planning with the aim of creating incredible Ontario travel experiences.

Reach this travelling, in-market, ready-to-buy consumer group, and raise top-of-mind awareness through exciting high profile advertising opportunities from as little as \$200/year, at the province's Ontario Travel Information Centres (OTICs): 9 year-round and 2 seasonal.

### ADVERTISING OPPORTUNITIES:

(Varies by centre)

- Outdoor Kiosk
- Outdoor Image
- Interior Backlit
- Poster Display
- Display Cabinet
- Digital available in the following locations:
  - Bainsville
  - Barrie
  - Niagara Falls
  - St. Catharines
  - Sault Ste. Marie
  - Sarnia
  - Tilbury
  - Windsor
  - Toronto (sold separately)



Barrie



Toronto Union Station

**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 listing visit [www.TourismPartners.com](http://www.TourismPartners.com).

We welcome new ways to work in partnership! If you have an idea feel free to contact us at 416-314-6314.

# ONTARIO TRAVEL INFORMATION CENTRES

Multi-Media Advertising Opportunities

2018 / 2019

## SALES CONTRACT

Tourism Organization/Advertiser: \_\_\_\_\_  
 Auth. Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City/Province/Postal Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Duration: April 1, 2018 - March 31, 2019 (unless otherwise noted)

Please circle your selected location and AD opportunities. Include subtotal at right.

AD OPPORTUNITIES	Toronto	Barrie	Bainssville	Hawkesbury (Seasonal)	Niagara Falls	Pigeon River (Seasonal)	St. Catharines	Sarnia	Sault Ste. Marie	Tilbury	Windsor	SUBTOTAL
Outdoor Kiosk	3, 6 AND 12 MONTH KIOSK OUTDOOR ADVERTISING OPPORTUNITIES AT SELECT LOCATIONS   SOLD SEPARATELY											
Interior Backlit	TORONTO SEE BELOW ↓	1700 OR 2000	1700	n/a	n/a	n/a	1700	1700	1700	1700	1700	
Outdoor Image	n/a	n/a	n/a	n/a	2000	n/a	n/a	n/a	n/a	n/a	n/a	
Poster Display	n/a	500	500	200	500	200	500	500	500	500	500	
Display Cabinet	n/a	500	n/a	n/a	500	n/a	500	500	500	500	n/a	
Wall Display (poster)	n/a	n/a	n/a	n/a	2500	n/a	2500	n/a	n/a	n/a	n/a	
Digital Monitors at 8 Centres \$3000/6mos <input type="checkbox"/> Apr-Sept <input type="checkbox"/> Oct-Mar <input type="checkbox"/> \$5000/1yr.	Does Not Include Toronto (sold separately) See Below ↓	✓	✓	N/A	✓	N/A	✓	✓	✓	✓	✓	
Subtotal (subject to 13% HST)												

### TORONTO - UNION STATION

Toronto Interior Backlit		Toronto Digital Monitor	
\$3,500/6 mos.	<input type="checkbox"/> April-Sept.	\$3,500/6 mos.	<input type="checkbox"/> April-Sept.
\$3,500/6 mos.	<input type="checkbox"/> Oct.-March	\$3,500/6 mos.	<input type="checkbox"/> Oct.-March
\$6000/1 yr.	<input type="checkbox"/> April 1, 2018- March 31, 2019	\$6,000/1 yr.	<input type="checkbox"/> April 1, 2018 - March 31, 2019
Subtotal Including Toronto (subject to 13% HST)			\$

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

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**SUBMIT SIGNED CONTRACT BY EMAIL ONLY, TO: [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)**

**CONFIRMATION:** If you do not receive a confirmation-of-booking within 5 business days, please contact the Ontario Tourism Marketing Partnership Corp., Partnership Development and Sales Department. *No order should be considered booked until you receive this confirmation.*

**MATERIALS:** Materials Specs vary and 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

1. 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.
2. 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.
3. 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).
4. 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.
5. Cancellations are not accepted after The Publisher receives Advertisers' signed Sales Contract.
6. Payment will not be refunded if Advertiser materials are not received by the materials deadline.
7. The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
8. The Publisher assumes no liability for errors or omissions.
9. 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.
10. 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.
11. Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
12. 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.
13. 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.
14. The Advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. For print, ads with clip-out coupons will not be accepted.
21. Online ads must be provided in format requested. No other ad types will be accepted (e.g. no flash ads).