



# DESTINATION ONTARIO ONroute Service Centres Interactive Digital Kiosks

2018 / 2019

### DIGITAL ADVERTISING OPPORTUNITY

ONroute Service Centres offer exciting high profile advertising opportunities at the Ontario, Yours to Discover interactive digital kiosks. Present your tourism product or service to this captive market and raise top of mind awareness.

- Open 24 hours a day, 365 days a year, they are located along the 401 and 400 corridor, among the busiest highways in North America.
- ONroute Centres offer visitors dining options, washroom facilities and more.
- Twenty (20) centres operate with a Destination Ontario interactive, touch screen, digital advertising kiosk.
- 3 sided digital advertising kiosks face into the centre's food court providing maximum visitor exposure.



**Annual Interactions:** 2,212,100  
**Annual Visitors:** 37.9 million

**Advertising opportunity:** Your 30-second spot in a digital loop in ALL centres for your choice of three (3) months, six (6) months, or one (1) year between April 1, 2018 through March 31, 2019. You will have the opportunity to refresh final creative one (1) time during the contract period for a six (6) month buy and three (3) times for a twelve (12) month buy. Video should be brand-focused and must be provided as final produced creative to specifications. Include locaters in your video where possible and a call-to-action.

### DIGITAL SPECIFICATIONS REQUIRED:

#### For Final Stills (non-motion spots)

- Aspect ratio – 16:9 | Format - .jpeg or .png | Minimum 1920x1080 (4K capable)

#### Final Motion/Video Specs:

- Aspect ratio – 16:9 | Format - .mp4 | Minimum 1920x1080p (4K capable) | Minimum 30 FPS (60 FPS for 4K content)

### ONroute SERVICE CENTRE LOCATIONS



VIDEO LOOP

- West (7)** - Cambridge North, Cambridge South, Dutton, North Tilbury, South Tilbury, West Lorne, Woodstock  
**East (10)** - Bainsville, Ingleside, Mallorytown North, Mallorytown South, Morrisburg, Napanee, Odessa, Port Hope, Trenton North, Trenton South  
**Central (3)** - Barrie, Innisfil, King City



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## SALES CONTRACT

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

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

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

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

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

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Guidelines and Suggestions

1. Advertiser will have the opportunity to provide refreshed final creative one (1) time during the contract period for a six (6)-month buy.
2. Video must be provided as final produced creative to specification (to be provided with e-confirmation) and should be brand-focused.
3. Advertising buy is for a 30-second spot, for three (3) or six (6) months or one (1) year from April 1, 2018 – March 31, 2019.
4. Final creative is required min. three (3) weeks prior to scheduled deployment date and is subject to Destination Ontario approval.
5. Period of time selected must fall within period before March 31, 2019.

Corridor (# centres)	ONroute Service Centres Locations	3 months	6 months	1 year (April 1, 2018 – March 31, 2019)
East (10)	Bainsville   Ingleside   Mallorytown North   Mallorytown South   Morrisburg   Napanee   Odessa   Port Hope   Trenton North   Trenton South	Select three (3) consecutive months: _____ _____ _____	Select six (6) consecutive months: _____ _____ _____	April 1, 2018 – March 31, 2019
West (7)	Cambridge North   Cambridge South   Dutton   North Tilbury   South Tilbury   West Lorne   Woodstock			
Central (3)	Barrie   Innisfil   King City			
Subtotal (subject to 13% HST)		<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000

SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS | [Materials Deadlines: minimum three \(3\) weeks prior to deployment](#)

**SUBMIT COMPLETED SALES CONTRACT BY EMAIL ONLY, TO: [otmpc.contracts@ontario.ca](mailto:otmpc.contracts@ontario.ca)**

**CONFIRMATION:** If you do not receive a confirmation-of-booking within 3 business days, please contact OTMPC, Partnership Development 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: \_\_\_\_\_

DIGITAL

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## 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).

As of December 5, 2017