



Saskatchewan Fall/Winter Campaign 2012/2013

Partnership Advertising Opportunities

Tourism operators in Saskatchewan can receive cost-shared assistance to participate in a coordinated provincial advertising campaign. Partner activities supported will promote a tourism attraction, event or experience during the mid-October to late March time frame. Initiatives available to partners in this campaign include:

RADIO: Locally produced, partner-specific 30-second radio commercials are available on **CJWW-AM** (Central Saskatchewan), **620 CKRM-AM** (Southern Saskatchewan), **Magic 98.3-FM** (Saskatoon), **My 92-FM** (Regina), **CJVR-FM** (East Central Saskatchewan), **CK750-AM** (Central Saskatchewan), **Wolf-FM** (Regina), **CKSW-AM** (South West Saskatchewan), **Eagle 94.1-FM** (South West Saskatchewan), **News Talk 980 CJME-AM** (Southern Saskatchewan), **94.5 JACK-FM** (Southern Saskatchewan), **Z99-FM** (Southern Saskatchewan). Each ad package purchased includes 30 run-of-station spots placed on the dates requested by each partner. Prices per ad package vary with each station starting as low as \$300. Partners will be required to work directly with respective radio stations to develop their messages. Each 30-second message will include a 5-second campaign tag, leaving 25 seconds for partner messaging.

OUTDOOR: Outdoor advertising can offer high levels of reach and frequency. Standard 10' by 20' poster-boards are available in Regina, Saskatoon, Moose Jaw, Yorkton, North Battleford, Lloydminster and Prince Albert and 10' by 40' poster-boards are available in rural locations. Partners can purchase a single board or multiple boards for an eight-week period during the winter months: late-November through mid-February. Partner costs range from \$825- \$1363 per board purchased, plus a one-time design cost of \$300 for initial creative. Rates vary with location selected. Each partner will have their own creative message, which must include "Supported by Tourism Saskatchewan", at a minimum specified size. All art will require the approval of Tourism Saskatchewan for standard quality control purposes.

PRINT: The Regina Leader-Post and Saskatoon Star Phoenix will be highlighting partnership opportunities within the two newspapers. Partner costs are \$490 per 58L x 3C = 4.143" d x 3 1/16" w page. Full colour included for all ads.

TELEVISION: Locally produced, partner-specific 30-second television commercials are available on **CTV Regina, CTV Saskatoon, Global Regina and Global Saskatoon**. Each ad package will be scheduled to run from mid-November till late March. Basic production costs are not included. Each 30-second message will include a 5-second campaign tag, leaving 25 seconds for partner messaging.

GOOGLE ADWORDS/FACEBOOK ADS: Search advertising and social media advertising are two highly effective forms of online advertising. Google AdWords ads are displayed to consumers at the exact moment they are searching for products related to your business. Facebook ads are targeted at consumers based on their demographic information and declared interests. Tourism Saskatchewan will, in consultation with participating operators, create, test, manage and optimize both campaigns. Ads will be exposed to Saskatchewan residents, and will contain links to the partner listing page on www.TourismSaskatchewan.com. Ads are charged by Google and Facebook on a per click basis, so campaigns will run for one month or longer depending upon how quickly the campaign budget is used up. Buy-in starts at \$550. Tourism Saskatchewan will provide ad performance reports (impressions, clicks, and other available metrics) after the conclusion of partner campaigns.

SASKTOURISM.COM BANNER ADS: Tourism Saskatchewan's website www.TourismSaskatchewan.com receives over 700,000 unique visitors on an annual basis. Run-of-site banner ads reach a highly targeted audience seeking Saskatchewan travel information. Web banner ads are available at a cost of \$275 per banner ad. Ad production not included.

Limited inventory available on a first-come, first-served basis. Program cannot be used for messaging outside of campaign's tourism-based focus. GST is in addition to rates provided. Additional conditions may apply.

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Banner Ad

(60 Partners)

Cost per banner ad*: \$275

Please check ☒ to confirm participation ☐
 Number of packages per operator are limited

Ad production not included.
 Costs shown are the actual rates for which you will be charged.
 GST not included.

Google AdWords/Facebook

(10 Partners)

Cost per ad*: \$550

Please check ☒ to confirm participation ☐
 Number of packages per operator are limited

Costs shown are the actual rates for which you will be charged.
 GST not included.

Radio

| Station | Qty | Cost* | Total Cost |
|-----------------------|-------|-------|------------|
| News Talk 980 CJME-AM | _____ | \$400 | _____ |
| 94.5 Jack-FM | _____ | \$400 | _____ |
| Z99-FM | _____ | \$500 | _____ |
| CJWW-AM | _____ | \$330 | _____ |
| CKRM-AM | _____ | \$415 | _____ |
| CKSW-AM | _____ | \$345 | _____ |
| Eagle 94.1-FM | _____ | \$300 | _____ |
| Magic 98.3 FM | _____ | \$360 | _____ |
| My 92-FM | _____ | \$415 | _____ |
| CJVR-FM | _____ | \$360 | _____ |
| CK750-AM | _____ | \$360 | _____ |
| Wolf-FM | _____ | \$415 | _____ |

Each package includes 30 – 30-second messages. Production costs included.
 Other stations may be available – inquire if interested.
 Costs shown are the actual rates for which you will be charged.
 GST not included.

Television

| Station | Qty | Cost* | Total Cost |
|---------------|-------|---------|------------|
| CTV | | | |
| Regina | _____ | \$1,944 | _____ |
| Saskatoon | _____ | \$1,837 | _____ |
| Global | | | |
| Regina | _____ | \$1,100 | _____ |
| Saskatoon | _____ | \$1,100 | _____ |

Each package includes 40 - 30-second messages.
 Does not include one-time basic production fee of \$325.
 Costs shown are the actual rates for which you will be charged.
 GST not included.

Print

Rates: \$490 / ad placement / market

Size: 58L x 3C = 4.143" d x 3 1/16" w

Full –colour ad.

Please note Dates and themes are to be announced

Full colour included for all ads.
 Costs shown are the actual rates for which you will be charged.
 GST not included.

Outdoor

| Community | Qty | Cost* | Total Cost |
|------------------|-------|---------|------------|
| Regina | _____ | \$963 | _____ |
| Saskatoon | _____ | \$963 | _____ |
| Moose Jaw | _____ | \$963 | _____ |
| Yorkton | _____ | \$963 | _____ |
| North Battleford | _____ | \$963 | _____ |
| Prince Albert | _____ | \$1,313 | _____ |
| Lloydminster | _____ | \$1,363 | _____ |
| Rural (10X40) | _____ | \$825 | _____ |

Eight-week placement per board.
 Does not include one-time design charge of \$300.
 Costs shown are the actual rates for which you will be charged.
 GST not included.

Organization: _____

Contact Name: _____

Phone: _____ Fax: _____

E-mail: _____

Billing Address: _____

City/Town: _____

Postal Code: _____

Signature of Authorization: _____

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Contact Information

For more information contact:

Daryl Demoskoff, Director of Markets and Advertising

Tourism Saskatoon

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**** IMPORTANT ****

All prices shown are subsidized by Tourism Saskatchewan. Inventory is limited and available on a first-come, first-served basis.