

Rejuvenate • Romance • Family Fun • Culinary



NOVA SCOTIA.COM

Winterscapes 2012

This winter, increase your visibility—and your sales!

Dear valued tourism partner,

Are you looking for a cost-effective way to boost your WINTER marketing efforts in 2012? Then look no further....

- **Saltscapes and Tourism Nova Scotia** are once again partnered to publish a 5 month package destination calendar, offering consumer ready getaways.

YOUR packages will receive high-profile distribution and a large volume impression base from early December, 2011, through to May 31, 2012.

The 2012 guide will take the format of a five-month calendar. It promises to maximize your opportunity with regional consumers by offering country and coastal getaways to long weekends in the cities—filled with exciting events, culinary delights, romance, rejuvenation and tons of family fun!

Look at all of the reasons you will not want to miss out on this annual and unduplicated opportunity:

- 300,000 copies of the 2012 guides will be distributed commencing in January, 2012, to **Saltscapes** magazine subscribers in the four Atlantic provinces and through six daily newspapers throughout the Maritime provinces. Plus new this year 50,000 copies will be distributed through **Atlantic Sobeys** stores and an additional 5000 copies at the **Saltscapes General Store and Restaurant**.
- Thousands of unique visitors will visit the online packages starting as early as December 20, 2011, through to May, 2012, at both novascotia.com and saltscapes.com sites. Interested consumers can download your package/ad or move directly through to your website.

Ad/package commitment and material are due by November 17th, 2011. Ad's must follow a template format (example attached) with a minimum of one offer. Sizing and pricing attached. Don't miss this cost-effective and proven winter 2012 marketing opportunity. Please sign and fax or e-mail the attached insertion order today to Kerri Slaunwhite, 464-3755 or kslaunwhite@saltscapes.com.

Warm regards,

Jim & Linda Gourlay
Co-Publishers
Saltscapes magazine



Insertion Order Winterscapes 2012

Please complete this form and fax back by November 18th 2011 to (902) 464-3755 to reserve ad space.

Publishing Date: January 2012

Size	Net Rate	Format
Full page	\$3649 - \$200/package (up to 9) as low as \$1849 <input type="checkbox"/>	Repeat Ad with changes <input type="checkbox"/>
1/9 page	\$449 - \$200 = \$249 (1 Package per ad) <input type="checkbox"/>	camera ready:
		CD <input type="checkbox"/>
		FTP <input type="checkbox"/>
		E-MAIL <input type="checkbox"/>
		IN HOUSE AD DESIGN <input type="checkbox"/>

PLEASE NOTE:

All ads will follow the format in the sample below.

Saltscapes will design your ad at no cost. Each ad will include a photograph and logo (must be supplied) and will be designed to assure quality and conformity for the entire campaign.

**Please note Saltscapes' policy regarding ad changes. We happily design ads for our clients as an inherent part of our service to you. However, in the interests of publication deadlines and time constraints, we do require that our clients promptly review their ads to a maximum of three (3) times. Repeated changes to ad creation can necessitate staff overtime in order to meet deadlines. Additional charges may be levied for excessive design changes.*

Company Name: _____

Contact Person: _____

Billing Address: _____

Phone Number: _____ Fax Number: _____

E-mail address: _____ Website: _____

Advertiser's Signature: _____

Publisher's Representative: _____

Date: _____

Special Instructions: _____

Please Note: Please make cheques payable to Saltscapes Publishing Ltd. Prices include ad design but do not include HST.