



**Parks of the
St. Lawrence**



REACH OVER A MILLION POTENTIAL CUSTOMERS

THAT ARE READY TO BUY!

Why are Parks of the St. Lawrence campgrounds the most visited in the St. Lawrence – 1000 Islands corridor? Because of the location and experience we offer to our visitors. Our premiere campgrounds located along the shores of the St. Lawrence River offer visitors a scenic and safe getaway. Plus they are just minutes away from great attractions and other amenities. The majority of our visitors are transient campers looking for familiar goods and services.

Tell them where to find Your Business!

Our **2013 Parks of the St. Lawrence Guide** offers businesses the opportunity to advertise and connect with park users. A PDF version of the Guide, along with your ad (with a link to your web site), will appear on the St. Lawrence Parks Commission web site at www.parks.on.ca. Thirty-five thousand (35,000) guides will be printed and between 150,000- 200,000 pageviews of the PDF version of the guide.

All supported by an aggressive marketing campaign!

Distribution:

All owned and operated St. Lawrence Parks Commission Parks & Attractions, Area RV Dealers, Visitor Centers along the 401 corridor, CAA and AAA offices, Local Tourism Partners, Chamber of Commerce Partners US and Canada, Ottawa outdoor magazine, Outdoor Trade Shows.

**Limited space
Book your Ad today!**

Space Deadline is November 1, 2012



**Parks of the
St. Lawrence**

THE ST. LAWRENCE
PARKS COMMISSION
AN AGENCY OF THE
GOVERNMENT OF ONTARIO



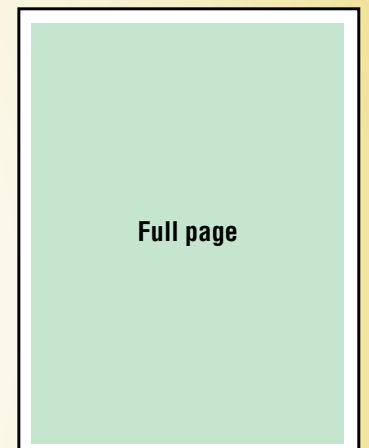
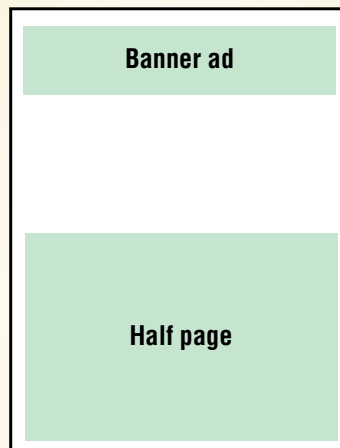
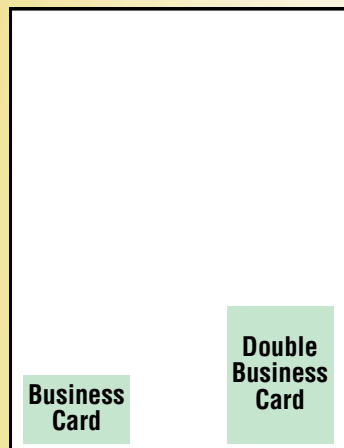
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Parks of the
St. Lawrence

2013 ADVERTISING RATES & SPECIFICATIONS

✓	AD TYPE	AD SIZE	COST
	Business Card	3 3/4" w x 2 H	\$395 + HST
	Double Business Card	3 3/4" w x 4 " H	\$595 + HST
	Inside Banner	7 5/8" w x 2 1/2" H	\$795 + HST
	Half Page	7 5/8" w x 5"	\$1750 + HST
	Inside Full Page	8 3/8" w x 10 7/8" H	\$3100 + HST
	Inside Front Cover	8 3/8" w x 10 7/8" H	\$4000 + HST
	Inside Back Cover	8 3/8" w x 10 7/8" H	\$4000 + HST
	Outside Back Cover	8 3/8" w x 10 7/8" H	\$5000 + HST



AD SUBMISSION

Please email your files to: carol.manson@parks.on.ca

If supplying your own artwork acceptable File Formats are:

- Digital files only, Macintosh formatted
- Hi-resolution pdf, tiff or jpeg

For technical questions or concerns, please contact:

Carol Manson, Graphic Designer 613-543-3704 ext. 2423 or
email carol.manson@parks.on.ca

Please note: we cannot guarantee the readability of qr codes in the final printed product

Deadline for Artwork submission is January 11, 2013

**LIMITED SPACE AVAILABLE
BOOKING DEADLINE IS NOVEMBER 1, 2012**

Contact Ron Speck
Email: speck.ron@gmail.com
Telephone: 613-332-3146

The Parks of the St. Lawrence
is operated by:

THE ST. LAWRENCE
PARKS COMMISSION
13740 County Road 2,
Morrisburg, Ontario
K0C 1X0
Tel.: 613-543-4328
or 1-800-437-2233

parks.on.ca



PARKS OF THE ST. LAWRENCE GUIDE 2013 ADVERTISING CONTRACT

Yes, I would like to advertise my property in the Parks of the St. Lawrence 2013 Guide publication.

PLEASE INDICATE AD SIZE:

<input checked="" type="checkbox"/>	AD TYPE	AD SIZE	COST
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CHECK ONE:

I will provide my own ad in the requested format I require an ad created. Please contact me for details.

RENEWALS ONLY:

My ad is ok as shown on the attached page Make changes to my ad as indicated

Name of Business _____

Address _____

Tel. _____ Fax _____ Email _____

Signature _____ Date _____

Contact Name (Please Print) _____ Position _____

**Email this form to Ron Speck at speck.ron@gmail.com by November 1, 2012
Telephone: 613-332-3146**

PAYMENT TO THE ST. LAWRENCE PARKS COMMISSION BY NET 30 DATE OF CONTRACT.
Terms net 30 days. Interest on past due accounts will be charged at the rate of 2% per month (24% per annum). HST# R124328493
Cheques to be made payable to **The St. Lawrence Parks Commission.**