

SOUTH GEORGIAN BAY

SALES PACKAGE

20



23

ORGANIZATION

ROLE & FUNCTION

SOUTH GEORGIAN BAY TOURISM IS AN IN-DESTINATION EDUCATION ORGANIZATION WHOSE ROLE IS TO ENHANCE THE VISITOR EXPERIENCE THROUGH SEAMLESS CONNECTIONS BETWEEN VISITORS AND UNIQUE PRODUCTS AND EXPERIENCES

WHETHER A SEASONAL OR YEAR-ROUND BUSINESS, WE ARE HERE TO ASSIST YOU IN ACHIEVING SUCCESS. TAP INTO OUR MARKETING OPPORTUNITIES AND REACH THE MARKETS YOU NEED TO FOR YOUR BUSINESS

ADVERTISING IN OUR FOUR SEASON GUIDE



**TIER ONE
\$1500**



**TIER TWO
\$995**



**TIER THREE
\$595**

12- MONTH RATES

IN MARKET JANUARY 2023

CREATIVE DEADLINE DECEMBER 10TH 2022

WHERE CAN I FIND THE GUIDE:

- AVAILABLE FOR DOWNLOAD
AT [SOUTHERNGEORGIANBAYTOURISM.CA/GUIDE](https://southerngeorgiabaytourism.ca/guide)
- BE ON THE LOOKOUT FOR THE QR STICKER/POSTER
- AT KEY LOCATIONS IN AND AROUND SOUTHERN GEORGIAN BAY AND BE
ENTERED TO WIN A SIGNATURE SOUTHERN GEORGIAN BAY EXPERIENCE

MEMBERSHIP LISTINGS

+ FEES



ENHANCED LISTINGS \$150/YEAR

150 Word Business Description

Business Photo

Contact Information (Phone Number or Email)

Map with Locator Dot

Direct Link to Website

Social Media Links

5 Additional Photos



BASIC LISTINGS FREE

30 Word Business Description

Business Photo

Contact Information (Phone Number or Email)

MEMBERSHIP LISTING

ADD ONS

ENHANCED MEMBERSHIP LISTING IN CATEGORY SEASONAL RATE

\$199

FOUR SOCIAL MEDIA POSTS

\$300

NEWSLETTER FEATURE

\$100

ENHANCED MEMBERSHIP LISTING ON HOMEPAGE SEASONAL RATE

\$299

BLOG POST

\$200

SOCIAL MEDIA CHANNELS

 **INSTAGRAM:** @sgeorgianbay

6K FOLLOWERS

70K MONTHLY IMPRESSIONS*

29.7% 35-44 AGE RANGE

150K REACH**

SOCIAL MEDIA CHANNELS

 **FACEBOOK:** @SGeorgianBay*

7.5K FOLLOWERS

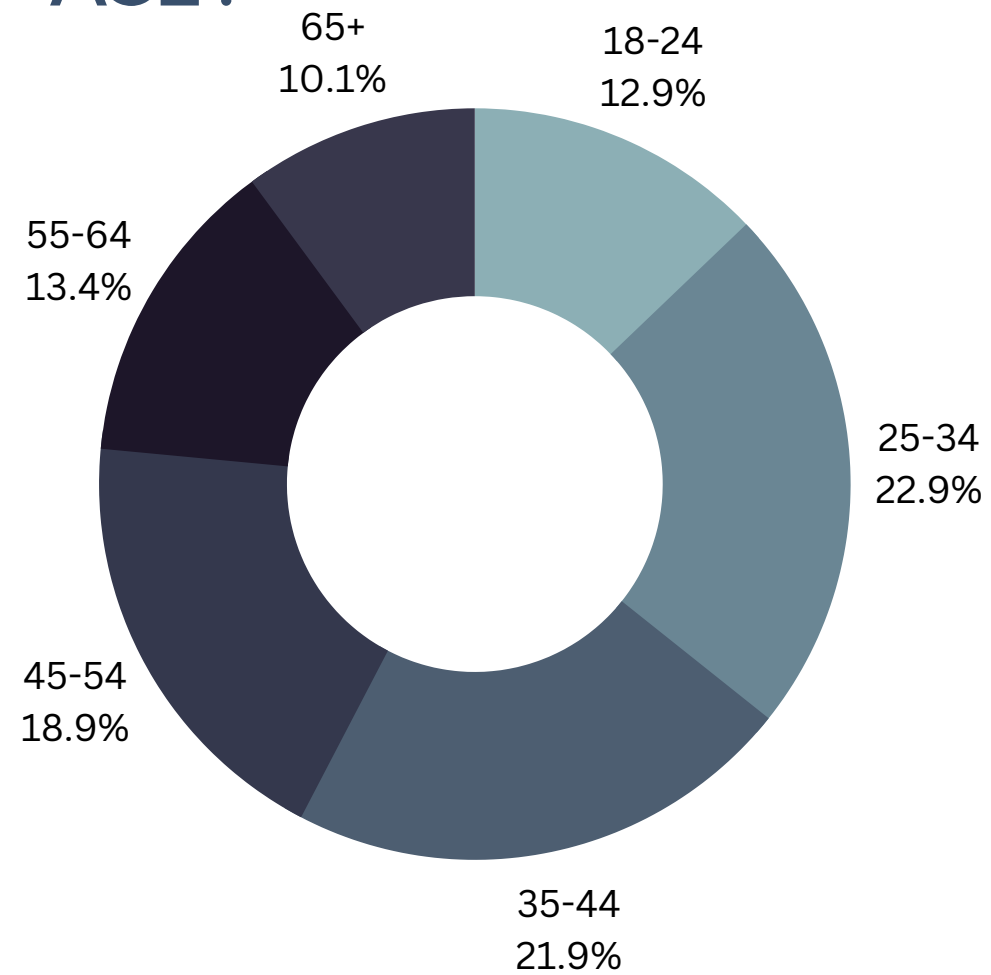
400K REACH

84.6% WOMEN FOLLOWERS

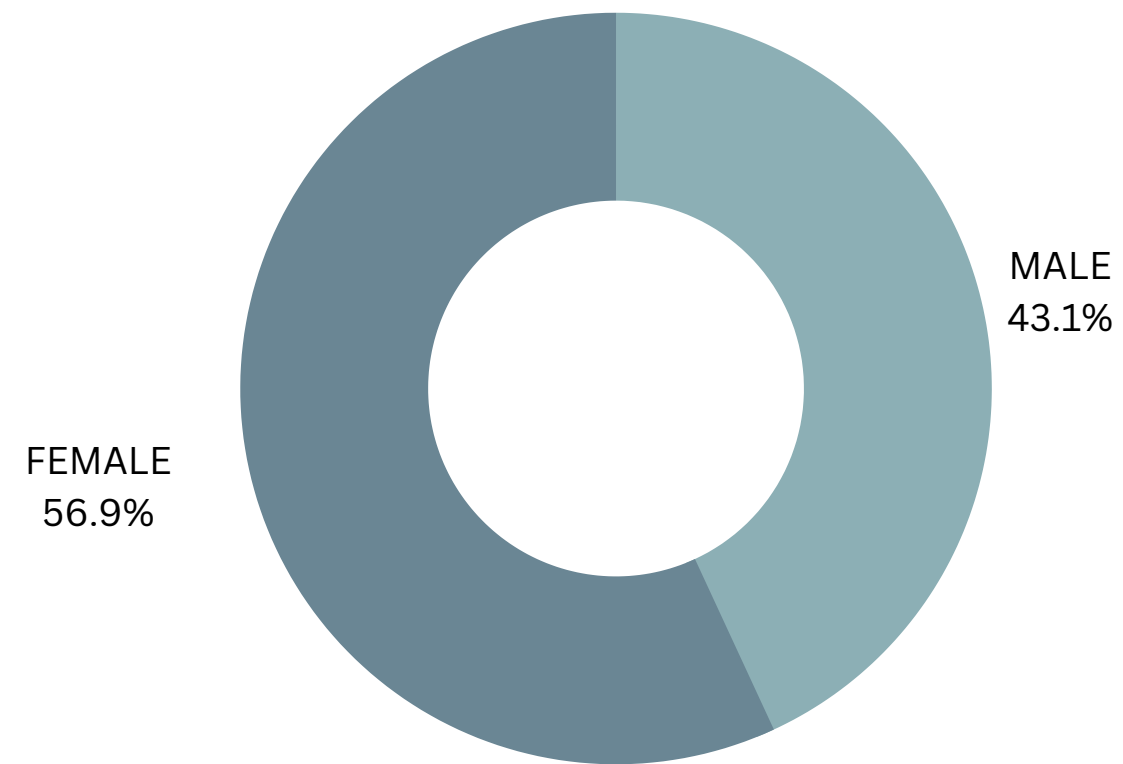
26.2% AGE RANGE: 35-44

WEBSITE DEMOGRAPHICS*

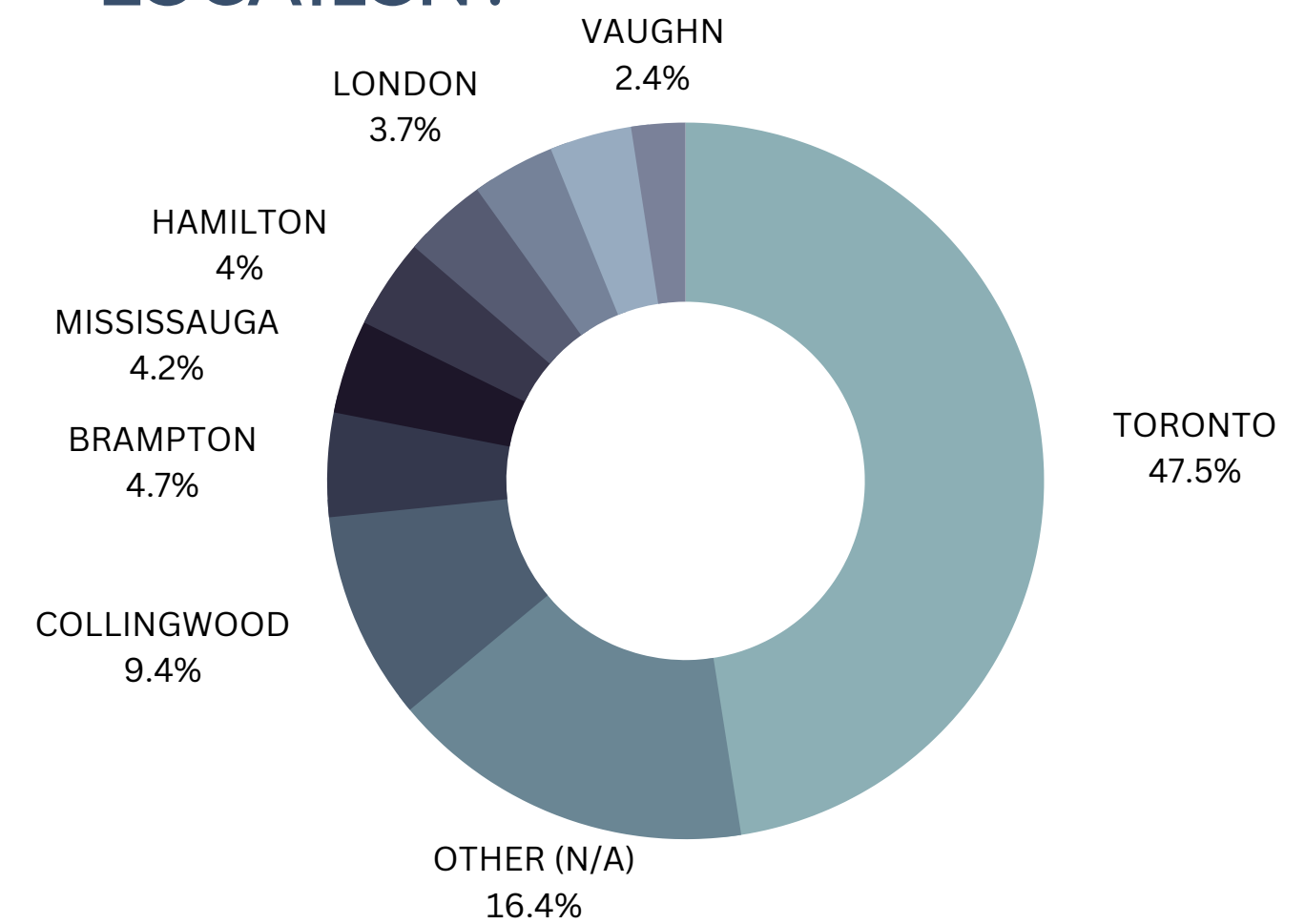
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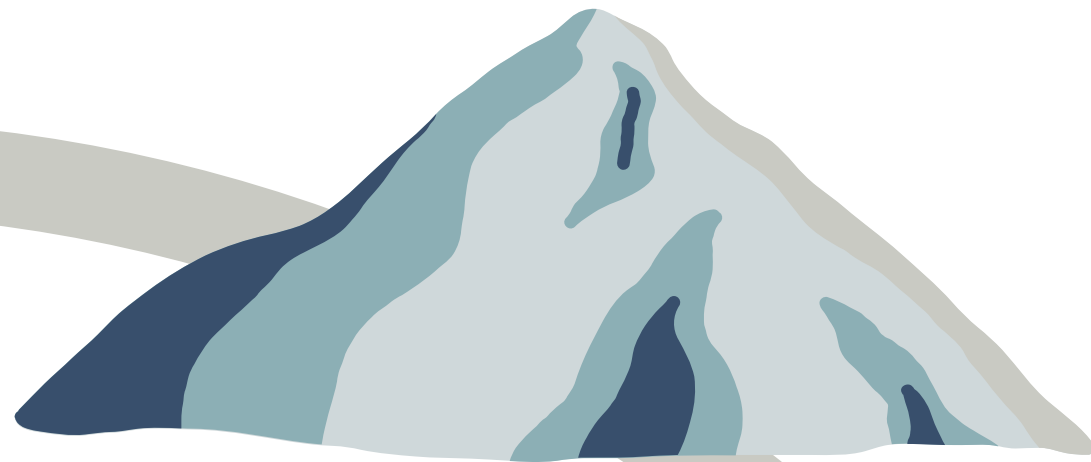


LOCATION :



DIGITAL TRAFFIC

*



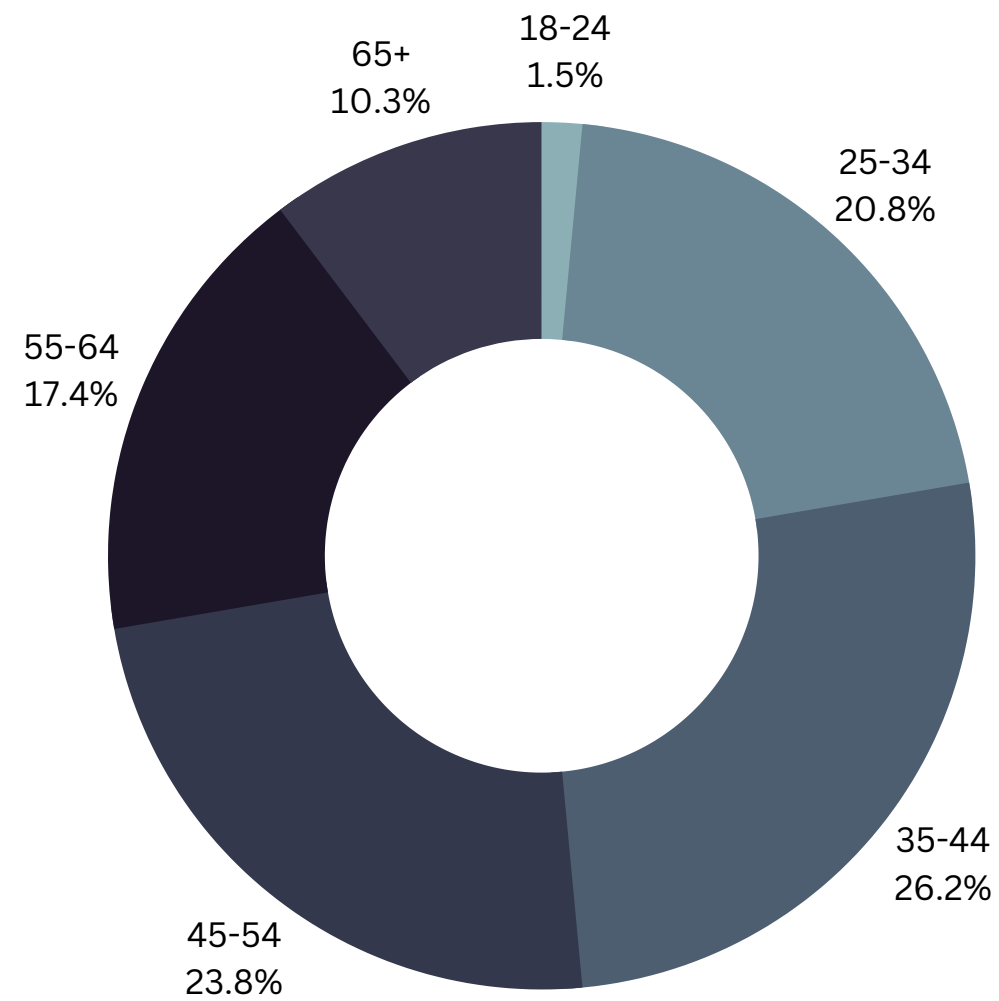
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WEBSITE PAGE VIEWS



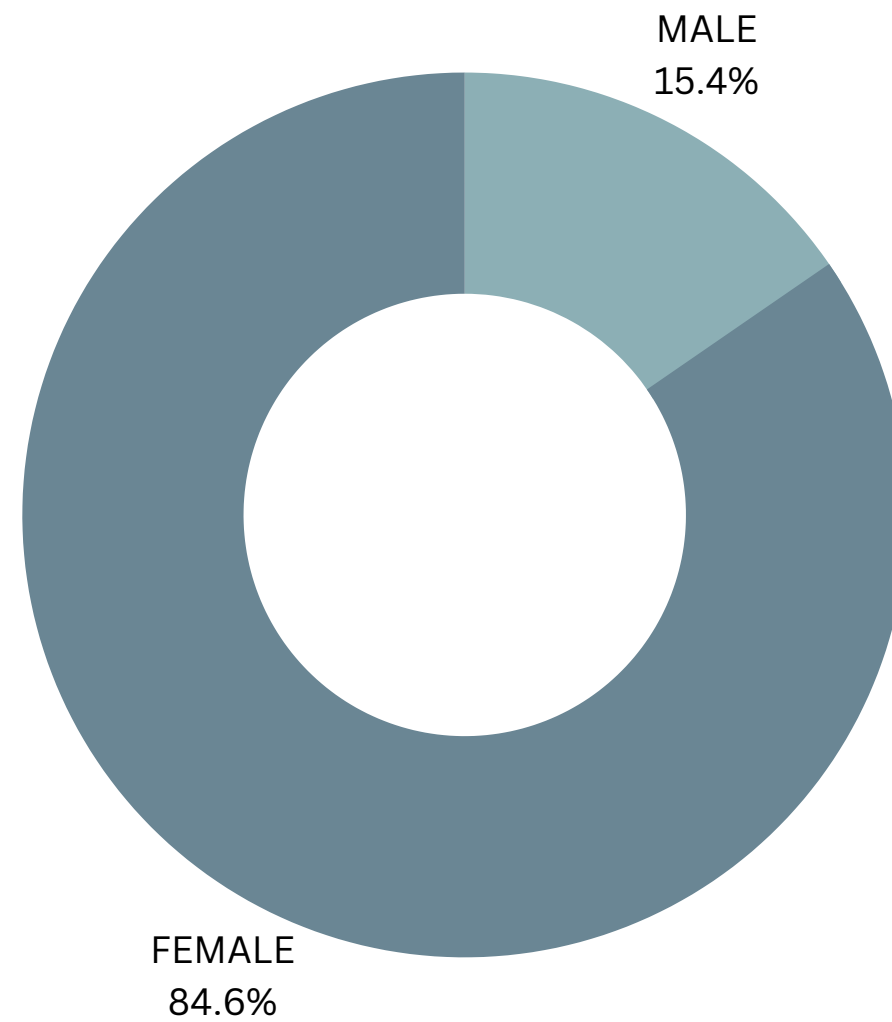
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ANNUAL ORGANIC
WEBSITE TRAFFIC

FACEBOOK DEMOGRAPHICS*

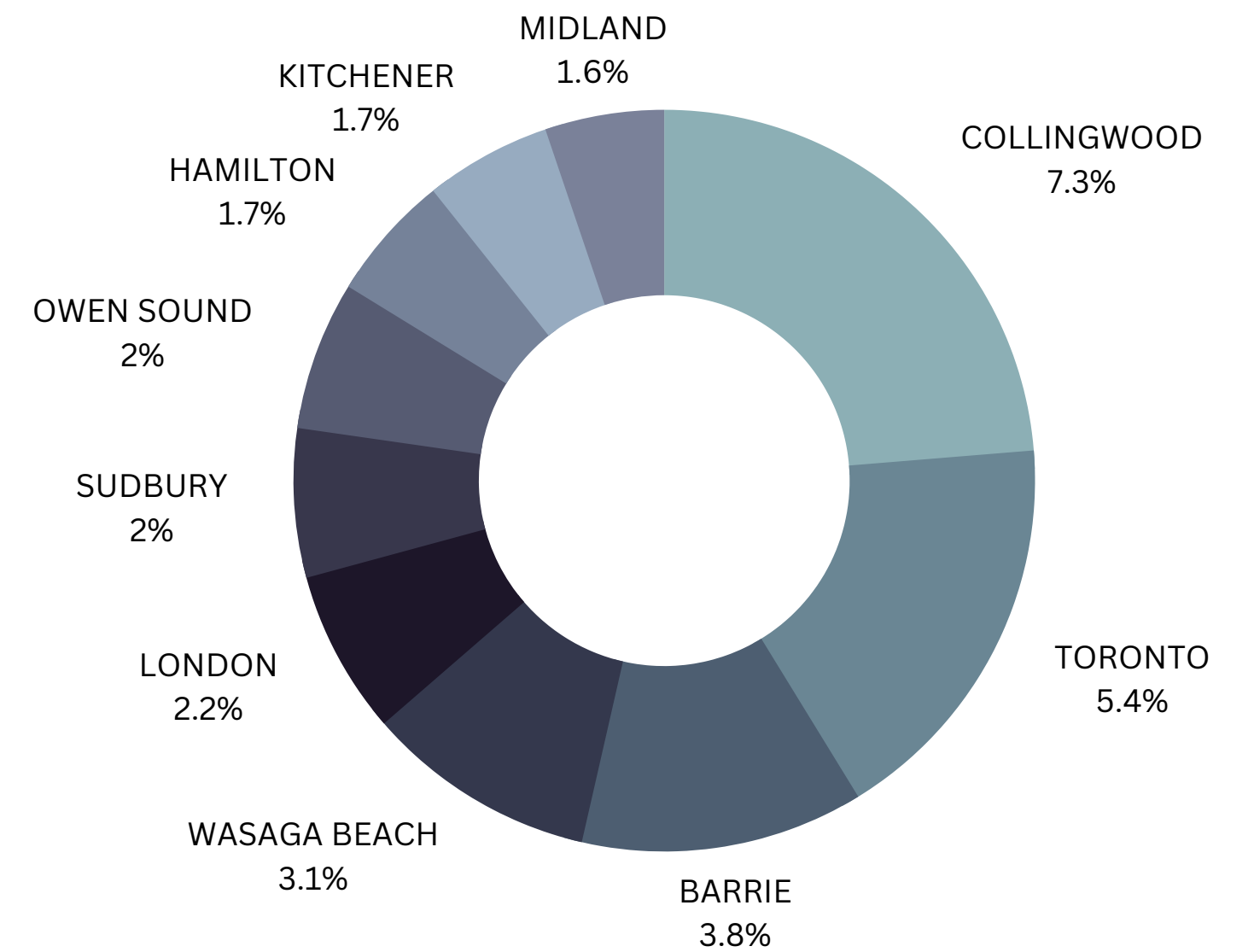
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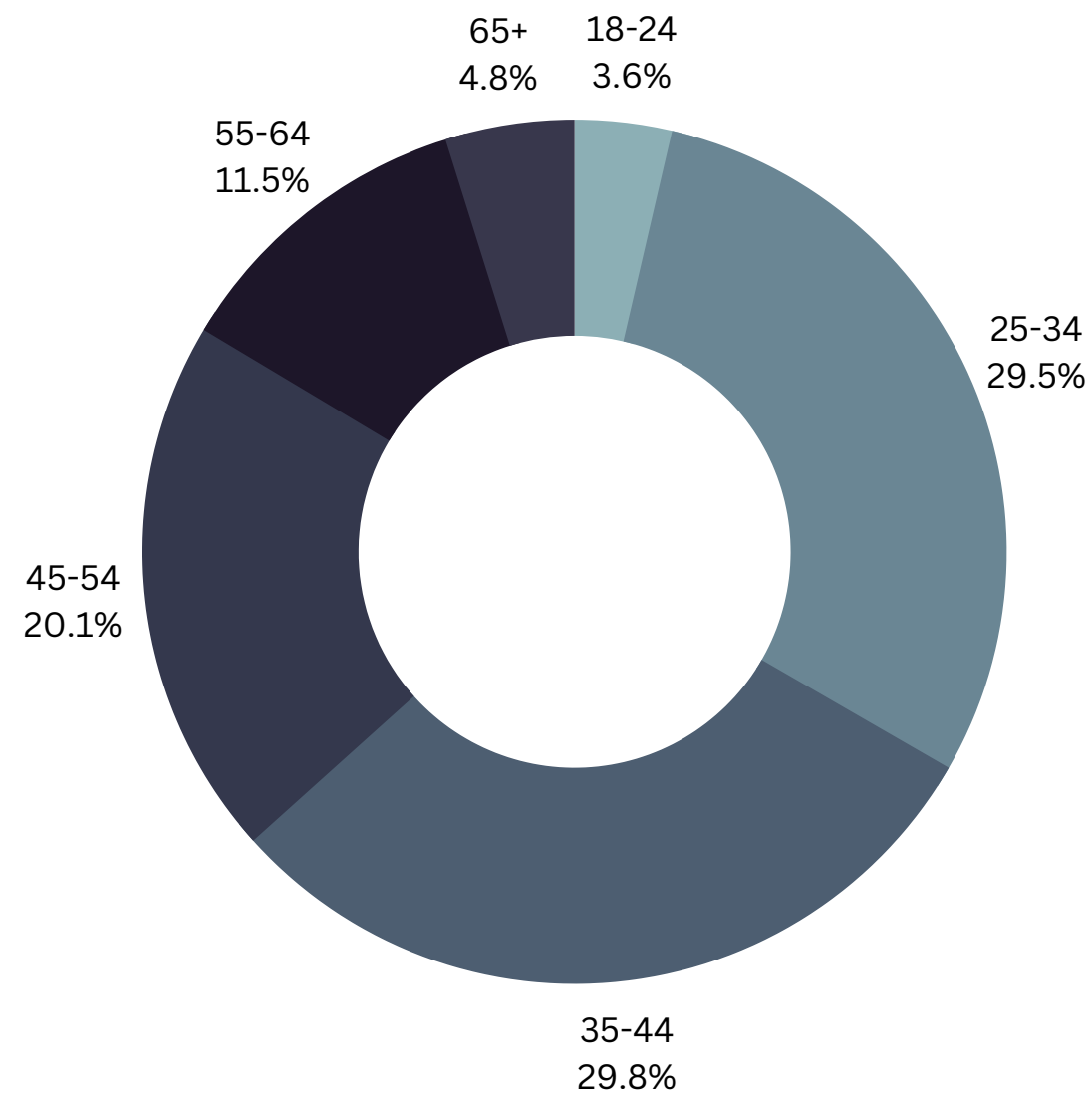


TOP LOCATIONS :

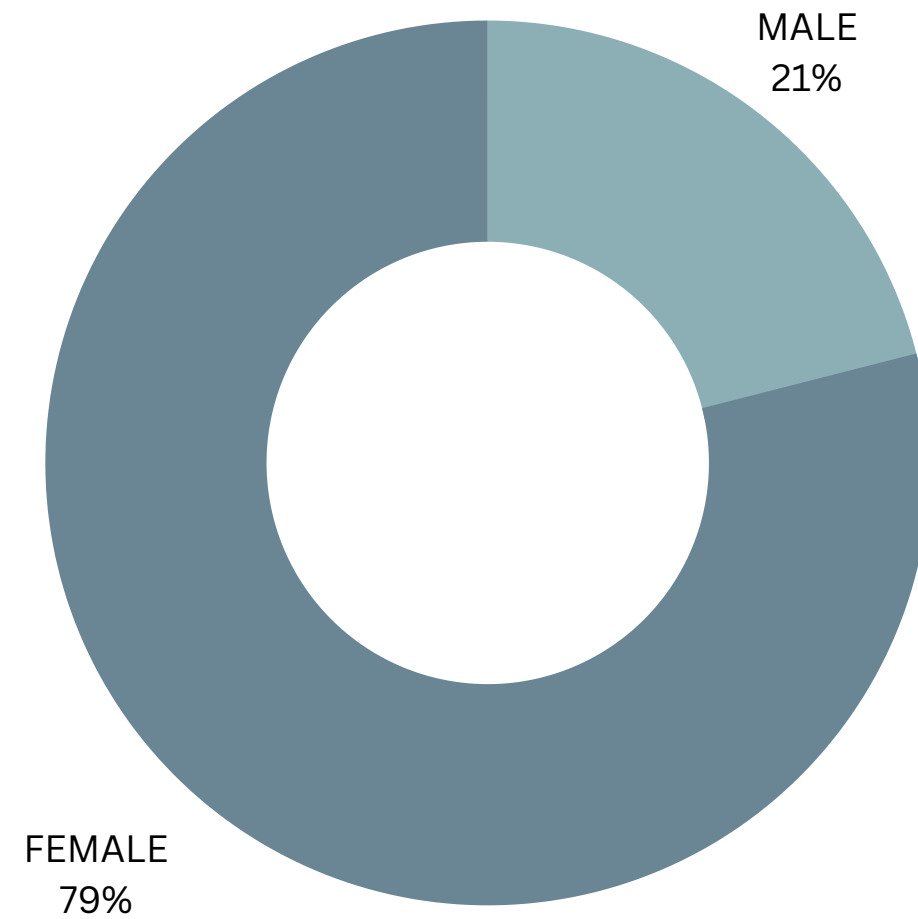


INSTAGRAM DEMOGRAPHICS*

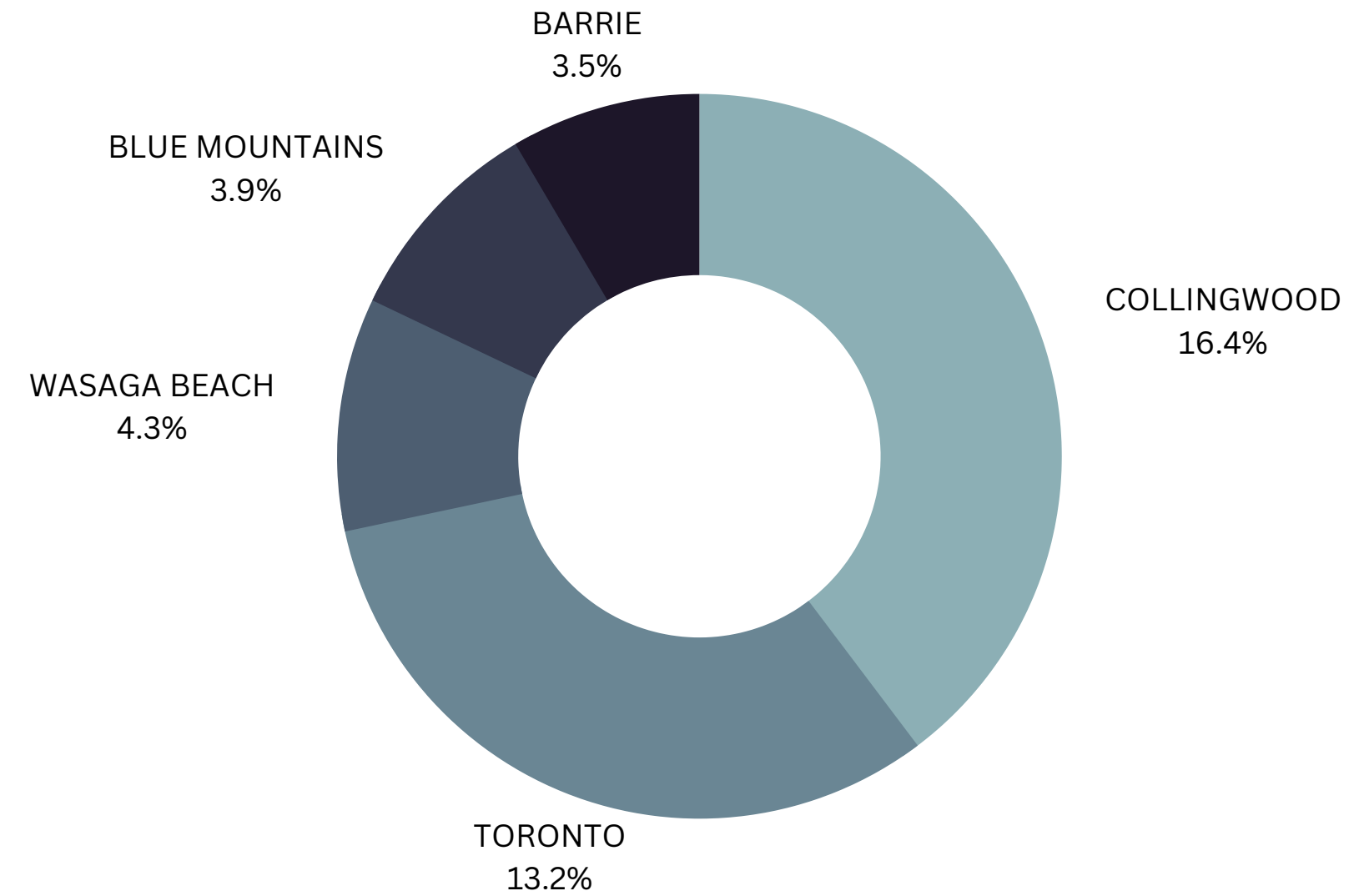
AGE :



GENDER :



TOP LOCATIONS :



THANK YOU



GENERAL: INFO@SOUTHGEORGIANBAY.CA