

OUTAOUAIS

outaouaistourism.com

2022-2023 OFFICIAL TOURIST GUIDE

THE 2022-2023 EDITION OF THE OFFICIAL OUTAOUAIS TOURIST GUIDE WILL BE PRODUCED IN PRINT AND DIGITAL FORMAT.

DISTRIBUTION AND PROMOTION

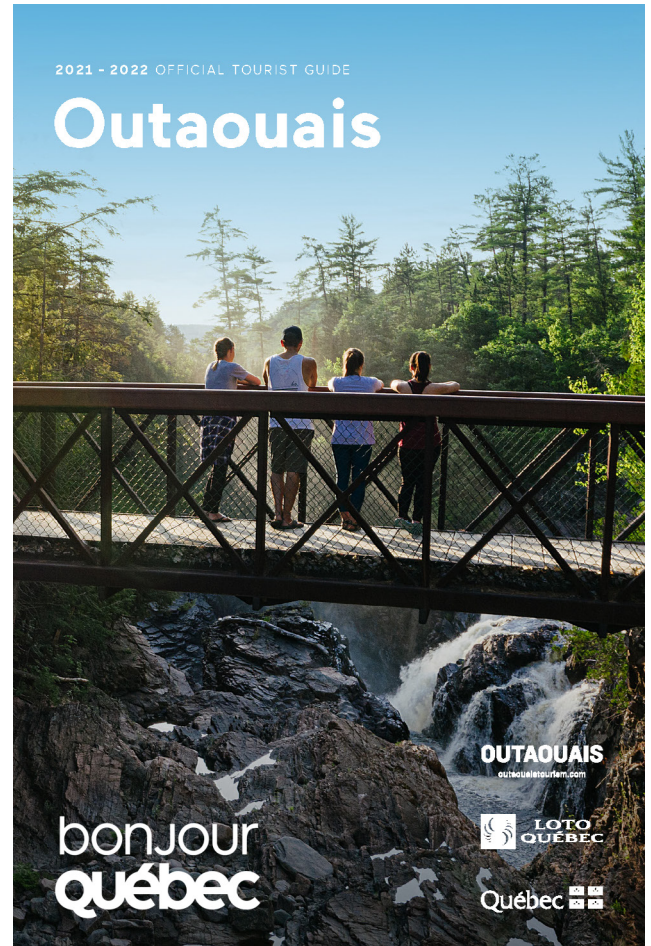
The tourist guide will be available in the region's tourist information centres, in tourist information offices across Quebec and other distribution networks.

The digital format (web magazine) of the guide will be available on Outaouais Tourism's platforms. It will be promoted through a targeted marketing campaign including banners, Facebook ads, SEM and others.

PRICE LIST

| Advertising Formats * | 2022-2023 Prices |
|----------------------------|------------------|
| Double Page | \$5,500 |
| Full Page | \$3,500 |
| ½ Page | \$1,875 |
| ¼ Page | \$1,200 |
| Double Page Before Summary | \$8,000 |
| Full Page Before Summary | \$5,250 |
| Exterior Back Cover | \$7,500 |
| Outer Flap Back Cover | \$6,000 |
| Last Inside Page | \$6,000 |

*We also offer graphic design services for the production of your ads. Contact your marketing advisor for more information.



DISTRIBUTION
(40 000 ENGLISH AND
60 000 FRENCH) **100,000**
COPIES

WEB MAGAZINE
VISIT OBJECTIVE **20,000**

TOTAL VALUE DEDICATED
TO THE MARKETING OF THE
WEB MAGAZINE **\$25,000**

FOR ADDITIONAL DETAILS OR
FOR MORE INFORMATION,
PLEASE CONTACT ONE OF OUR
MARKETING ADVISORS.