

EXPLORER

CELEBRATING 22 YEARS ♦ 2016 Official Visitors Guide ♦ Annapolis Royal & Area



**25,000 Colour Print Distribution
Business Locator Maps
Internet Ads Linked to Website
Social Media Campaign
ALL INCLUDED From
Less than 22 cents
a day!**

PAY BY JAN. 12, 2016 ~ RECEIVE \$150 IN INTERNET ADVERTISING & LOCATOR MAP FREE*

Thanks to your outstanding support over the past 21 years, the Explorer continues to grow and evolve. It's proven track record of success consistently helps you make the most of your valuable marketing dollars -- in print, online and social media. It is a cost-effective, co-ordinated, multi-faceted, complete, year-round, co-op marketing campaign.

25,000 FULL COLOUR PRINT DISTRIBUTION

Distribution is carefully monitored year-round at Provincial, Regional and Local Tourist Bureaus in addition to trade shows, airports and ferries, plus all participating businesses.

LOCATOR MAPS & DIRECTORY

In addition to your Explorer ad, you can also reach visitors through our print and interactive online Business Locator Maps and Directories. Free if ad paid by Jan. 12.

INTERNET & SOCIAL MEDIA

The expanded Internet Explorer Magazine on popular web sites plus

aggressive Facebook, Blog and Twitter campaigns add extra value, boost visibility 24/7 for your business and the area, and reach visitors early in the important, initial trip planning phase.

EXPLORER'S ADVERTISING

The Explorer advertises in the Doers & Dreamers, and traffic from the Annapolis Royal & Area co-op page is directed to the Explorer website. Explorer ads in the Chronicle Herald, area publications, onboard magazines and on Facebook; distribution at Saltscapes and participation in trade shows; production of special event posters; coordination of the Holiday Explorer; and co-sponsorship of the Town's "Meet You In Annapolis Royal" promotional video campaign are just a few of the other ways the Explorer works year-round to promote and benefit our area and your business.

WHAT'S DUE & WHEN
JAN. 12: Payment Due*
JAN. 19: Ads Due

COLOUR ADS

2" wide x 3" tall	\$200
4" wide x 1.5" tall	\$200
2" wide x 4" tall	\$230
4" wide x 2" tall	\$230
2" wide x 5" tall	\$280
4" wide x 3" tall	\$320
4" wide x 4" tall	\$390
4" wide x 5" tall	\$485

Only 1 business per ad.
25% OFF Display Ads for owners with 2 or more stores.

LOCATOR MAP \$150* & INTERNET EXPLORER

*FREE if Explorer Ad is Paid by Jan. 12, 2016.

NAME LISTING \$80 *Less Than 22 Cents A Day!*

Includes your business name, address, phone and website, email or Facebook page.

EXTENDED LISTING \$95

Same info as Name Listing plus 10 additional words to describe your business. (Extra words 50 cents each)

ARTISTS' STUDIOS TOUR \$95

Extended listing with photo.

AD LAYOUT \$50

Send .jpeg 300 dpi at scale or .pdf. Convert text to curves.

Let's Work Together.....

MAKE THE MOST OF THE ROAD TO 2017!

AD SIZES ARE LIMITED, RESERVE TODAY: 532-3034

Durline Melanson - explorer@ns.sympatico.ca
Explorer, PO Box 638, Annapolis Royal, NS B0S 1A0
MAKE CHEQUE PAYABLE TO "EXPLORER"

MAPS • ATTRACTIONS • RESTAURANTS • LODGING • SHOPPING • FESTIVALS • DIRECTORY