



Taste the County staff and partners

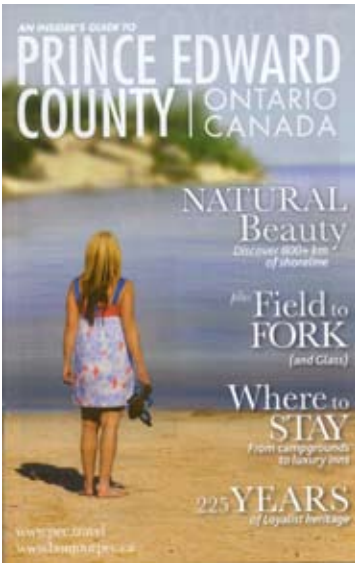
WHAT IS TASTE THE COUNTY? Taste the County is the award-winning non-profit, partner-based destination marketing organization (DMO) for Prince Edward County. Its goal: *to drive growth by promoting the County experience.*

Taste the County partners range from restaurants and wineries to financial institutions and business associations. On their behalf, Taste the County engages in a number of activities all designed to increase tourist traffic and visitor spending in Prince Edward County. In addition to a comprehensive media relations program, Taste the County produces programs/publications including the Arts Trail, Taste Trail and the Official Prince Edward County Visitors Guide, and events such as Countylicious, Maple in the County and TASTE! *a celebration of regional cuisine.*

Over the years, Taste the County and its events and programs have won numerous accolades. Most recently, Maple in the County and TASTE! were named Top 100 Festivals in Ontario and Taste the County was singled out as the 2008 Business of the Year at the Ontario Tourism Summit hosted by the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the Tourism Industry Association of Ontario (TIAO).

Continue reading to learn more about Taste the County's events and programs...

WWW.TASTETHECOUNTY.CA



OFFICIAL PRINCE EDWARD COUNTY VISITORS GUIDE Each year Taste the County publishes the one-stop resource for visitors to Prince Edward County providing detailed information on area accommodations, attractions, arts and culture, restaurants, festivals and events, museums, shopping, outdoor activities, sightseeing and more. It is an indispensable tool for travellers that not only provides a wealth of practical information, but works to lure people to the region while tempting them to stay longer.

For the cost of a Taste the County partnership, \$190+tax/year (for details, see page TK), your business receives a 45 word listing in the guide and has the option of purchasing an additional listing(s) and/or display advertising.

Total Circulation 60,000 copies

Distribution Visitor information centres across Ontario's Windsor to Cornwall corridor
 Welcome centres throughout Prince Edward County
 Prince Edward County Chamber of Tourism and Commerce
 Various travel/trade shows
 Direct to consumer by request

ADVERTISING RATES		DIMENSIONS
Full Page	\$1,450	4 13/16" x 7 3/4"
1/2 Page	\$850	4 13/16" x 3 3/4" (horizontal only)
1/3 Page	\$545	3" x 3 3/4" or 1 1/2" x 7 3/4" (vertical)
1/4 Page	\$445	4 13/16" x 1 7/8" (horizontal only)
1/6 Page	\$325	1 1/2" x 3 3/4" (vertical only)
Additional listing	\$85	

PREMIUM POSITIONS - FULL PAGE ADS

Back Cover	\$1,850	4 13/16" x 7 3/4"
Inside Back Cover	\$1,850	4 13/16" x 7 3/4"
Inside Front Cover	\$1,600	4 13/16" x 7 3/4"

*All display advertisements are full colour

TASTE THE COUNTY PARTNERSHIP In addition to a 45 WORD LISTING IN THE OFFICIAL PRINCE EDWARD COUNTY VISITORS GUIDE, Taste the County's annual partnership fee of \$190+tax includes the following benefits:

- FREE LISTING, featuring contact information, 10 descriptive words and a link to your website, on Prince Edward County's Official Tourism & Community Website, www.pec.on.ca (also known as www.pec.travel).
- Ability to communicate with other Taste the County partners through the weekly TASTE THE COUNTY E-NEWSLETTER.
- Access to DISCOUNTED ADVERTISING RATES through cooperative advertising as organized by Taste the County.
- REDUCED BOOTH RATE (representing a savings of \$100), at eastern Ontario's premier epicurean experience, TASTE! a celebration of regional cuisine.

TASTE THE COUNTY PARTNERSHIP APPLICATION FORM

PERSONAL INFORMATION

Name

Home Phone

Cell

Fax

Email

Mailing Address

City

Province

Postal Code

BUSINESS INFORMATION

Business Name

Type of Business (check all that apply)

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Bed & Breakfasts | <input type="checkbox"/> Cooking Lessons | <input type="checkbox"/> Home, Garden & Farm Supplies | <input type="checkbox"/> Florists |
| <input type="checkbox"/> Cabins, Camping, Cottages & Marinas | <input type="checkbox"/> Cycling | <input type="checkbox"/> Roadside Stands | <input type="checkbox"/> Information Technology |
| <input type="checkbox"/> Inns, Motels & Hotels | <input type="checkbox"/> Golf | <input type="checkbox"/> Specialty Foods | <input type="checkbox"/> Landscape, Greenhouses & Specialty Plants |
| <input type="checkbox"/> Weekly Rentals | <input type="checkbox"/> Touring | <input type="checkbox"/> Specialty Items | <input type="checkbox"/> Manufacturers |
| <input type="checkbox"/> Breweries, Cideries & Wineries | <input type="checkbox"/> Gardens | <input type="checkbox"/> Catering | <input type="checkbox"/> Marinas |
| <input type="checkbox"/> Cafes | <input type="checkbox"/> Museums & Parks | <input type="checkbox"/> Contractors | <input type="checkbox"/> Media & Marketing |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Festivals, Events & Theatre | <input type="checkbox"/> Consultants & Organizations | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Spas, Health & Wellness | <input type="checkbox"/> Antiques, Furniture & Collectibles | <input type="checkbox"/> Custom Embroidery | <input type="checkbox"/> Printing |
| <input type="checkbox"/> Studios & Galleries | <input type="checkbox"/> Clothing & Accessories | <input type="checkbox"/> Engraving | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Boating & Kayaking | <input type="checkbox"/> Convenience Stores | <input type="checkbox"/> Financial | <input type="checkbox"/> Wedding Planning |
| | <input type="checkbox"/> Groceries | | |

Phone

Fax

Email

Web Address

Address

City

Province

Postal Code

Yes I am interested in purchasing display advertising in the Official Prince Edward County Visitors Guide.

No I am interested.

