



## TOURISM BURLINGTON TEAR MAP

The Tourism Burlington TEAR MAP is a very popular resource for visitors and residents.

This full colour, double sided map includes separate maps of the city, downtown, surrounding area and identifies key attractions, accommodations and services.

### Maps are distributed at:

- ✓ Tourism Burlington Visitor Information Centre
- ✓ Burlington's Waterfront (via our infomobile)
- ✓ Local events and festivals
- ✓ Attractions
- ✓ Recreation facilities
- ✓ Golf courses
- ✓ Shopping malls
- ✓ Libraries
- ✓ Hotels, motels, bed & breakfasts
- ✓ Gas stations
- ✓ Meeting facilities
- ✓ Welcome bags for conference delegates, group tour operators, sport teams, events

**PRINT QUANTITY:** 25,000

**SPACE RESERVATION:** OCTOBER 15, 2019

**ARTWORK DUE:** OCTOBER 30, 2019

**RELEASE DATE:** DECEMBER 2019

**BOOK YOUR SPACE NOW - ONLY 20 SPOTS AVAILABLE!**



No price  
increase  
since  
2007!

## Tear Map Pricing

Location	# Ads	Size	Cost + HST
Horizontal Ad (City Side)	10	3" x 2"	\$550
Vertical Ad (Downtown/Pts. Of Interest Side)	12	2" x 3"	\$440

## Tourism Burlington Marketing Opportunities Order Form 2019

**Please print and complete in full**

Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Please contact me about flexible billing

Item	Price (+HST)	✓
<b>Tear Map - Horizontal Ad</b>	<b>\$550.00</b>	
<b>Tear Map - Vertical Ad</b>	<b>\$440.00</b>	
<b>ALSO AVAILABLE - Contact us for more information</b>		
Visitor Guide - Front Cover	\$1,947.00	
Visitor Guide - Back Cover	\$1,947.00	
Visitor Guide - Full Page Ad	\$1,612.00	
Visitor Guide - Half Page Ad	\$889.00	
Visitor Guide - Quarter Page Ad	\$499.00	
Visitor Guide 40 Word Listing + Premium Website Partner Listing	\$299.00	
Lobby - 2'x3' Poster Display Promote your business with a poster in the lobby of 414 Locust St. You supply the printed 2' x 3' poster	FREE w/ purchase	
Lobby - Business Card Display Display your Business card in our business card display unit.	FREE w/ purchase	
Visitor E-newsletter Coupon Opportunity to place a coupon in our visitor e-newsletter (max. 2 partners/issue)	FREE w/ purchase	

Other advertising opportunities available including website, e-news advertising and sponsorships. Ask us for details or visit [tourismburlington.com/partners-marketing](http://tourismburlington.com/partners-marketing)

## Advertising Specifications/Details

- All advertisers must be Tourism Burlington partners (partnership is free to all Burlington tourism businesses)
- Non-Profit Rate honoured = (-10% + HST)
- An additional fee of (+10% + HST) will be charged to advertisers residing outside of Burlington
- Flexible billing available - contact us (see below)
- Ad prices are for camera-ready artwork and include process colour and separation. If Tourism Burlington has to make artwork changes, an additional fee will be charged. If required, ad design work is available on a fee for service. We will have our designer get in touch with you and they will bill you directly for the ad design, separate from the Tear Map invoice.
- Print advertising must be provided in Press-Ready PDF format, all fonts as outlines, all colours and images saved as CMYK. Send completed ads to [kelly.harris@burlington.ca](mailto:kelly.harris@burlington.ca) by deadline date uploading to [wettransfer](#)
- Digital ads should be in JPG, GIF, or PNG format

### Contact Us

414 Locust Street, Burlington, ON, L7S 1T7  
[marketing@tourismburlington.com](mailto:marketing@tourismburlington.com) | 905-634-5594 | 877-499-9989

NOTE: Tourism Burlington reserves the right to decline a request to include, and to delete or remove, a partner's advertising at it's absolute discretion.