



## **2017 Elvis Festival**

### **SPECIAL WEEKEND DIGEST PROMOTION**

We are delighted to bring you the perfect opportunity to showcase your business in the official 2017 Elvis Festival Special Weekend Digest. This year, the digest will take the format of an Enterprise Bulletin wrap – Four full-size newspaper pages including the FRONT PAGE of both the Barrie and Collingwood editions with over 55,000 copies distributed July 21, 2017.

**IN ADDITION**, this 4-page digest will be available to Elvis visitors for free in downtown Collingwood throughout the festival.

**BUT WAIT, THERE'S MORE.....!** An unprecedented social media campaign is underway and not only will the digest be available online, your participation in the digest guarantees you FREE added value exposure on all the social media platforms include the Experience Collingwood facebook page which has more than 12,000 followers!

**Deadline to submit is Wednesday July 12<sup>th</sup>, 2017!**

#### **Distribution and availability of the Elvis Festival Weekend Digest**

- Distributed in Collingwood, Barrie, and the surrounding area
- 58,000 copies will be in circulation
- Unprecedented social media campaign that will promote a digital copy of the digest for thousands of viewers to see and download
- More than a thousand additional free copies will available throughout Collingwood during the event for visitors.
- 5 advertising options to suit your needs.
- Options available that include creating your ad for you using your key assets.

## Available Content Space: Select your choice

Space Location and Size	Price (excl 13% hst)	# Spots Available	Check your interest
Front Page Banner 10.34" x 2.15"	SOLD!	0	<input type="checkbox"/>
Inside Front Page Banner 10.34" x 2.15"	\$475	2	<input type="checkbox"/>
¼ page 5" x 8.75"	SOLD!	1	<input type="checkbox"/>
*Large Plaque 5" x 5.75	\$250	3	<input type="checkbox"/>
*Small Plaque 5" x 2.75	\$175	3	<input type="checkbox"/>

**\*We will create your advertisement for you FREE of charge! Images you supply must be minimum 300dpi, jpeg or tiff format.**

**Note: Camera ready artwork must be submitted in pdf format, minimum 300dpi.**

## Payment Method

We accept payment by credit card and cheque. There is no facility for E-transfers. If paying by credit card, please fill in the information below. If paying by cheque, please deliver the completed form and cheque to the Collingwood Business Development Centre located at 105 Hurontario Street. Space is limited! If you are paying by credit card, you can also scan the completed document and email it to [kclegg@collingwood.ca](mailto:kclegg@collingwood.ca)

I am paying by **(Circle one)**

**CREDIT CARD**

**CHEQUE**

If paying by credit card, please complete below:

Credit Card Type (circle one) **VISA**      **MASTERCARD**      EXPIRY \_\_\_\_/\_\_\_\_ (M/Y)

Card # \_\_\_\_\_

CCV (3-digit on the back) \_\_\_\_\_

I confirm I authorize \$ \_\_\_\_\_ to be charged

**SIGNED** \_\_\_\_\_

**NAME OF AUTHORISED CARDHOLDER** \_\_\_\_\_