



2010

Insider's Guide to Prince Edward County

The Insider's Guide of Prince Edward County is produced to promote Prince Edward County and the partners of Taste the County. Taste the County partners receive a listing in the guide with the option of purchasing additional display advertising. The Prince Edward County branding with the website www.visitpec.ca appears on the cover of the guide. The website is redirected to the official Prince Edward County website www.pec.on.ca.

Display Advertising Information

Criteria to Participate – Must be a partner of Taste the County™

Produced – 60,000 copies

Distribution

- Ontario Travel Centres along the 401 corridor from Windsor to Cornwall
- Local and regional travel centres
- Trade Shows/Conferences/Weddings etc.
- Local businesses
- Special requests

Display Advertising

Taste the County partners have the opportunity to purchase full colour display advertising in the guide. Below is a list of ad sizes and prices.

SIZE	DIMENSIONS	PRICE
Outside Back Page	5.5 wide x 8.5 (+.25 bleed) high	\$1850.00 + HST
Inside Back Page	5.5 wide x 8.5 (+.25 bleed) high	\$1850.00 + HST
Inside Front Page	5.5 wide x 8.5 (+.25 bleed) high	\$1600.00 + HST
Full Page	5.5 wide x 8.5 (+.25 bleed) high	\$1450.00 + HST
1/2 horizontal	5 high x 3.95 wide	\$ 850.00 + HST
1/2 horizontal with bleed	5.5 high x 4.5 (+.25 bleed)wide	\$ 900.00 + HST
1/2 vertical	2.4375 wide x 8 high	\$ 850.00 + HST
1/2 vertical with bleed	2.6875 wide x 8.5 (+.25 bleed) high	\$ 900.00 + HST
1/3 horizontal	5 wide x 2.6094 high	\$ 545.00 + HST
1/4 vertical	2.4375 wide x 3.95 high	\$ 445.00 + HST

1/4 horizontal	5 wide x 1.8056 high	\$ 445.00 + HST
1/8 horizontal	2.4375 wide x 1.8056 high	\$ 275.00 + HST
Additional Listing		\$ 85.00 + HST

For more information about the Insiders Guide of Prince Edward County please contact:

Taste the County, P.O. Box 442, 289 Main Street, Bloomfield, Ontario, K0K 1G0
1.866.845.6644 or 613.393.2796
tastethecounty@bellnet.ca

Executive Director, Kathy Kennedy – ed.taste@bellnet.ca
Partnership & Sales Director, Grace Nyman – grace.taste@bellnet.ca