

The "Biggest Little Paper in Canada" 

DAYTRIPPING

in Southwestern Ontario



2018 RATESHEET

We promote the most **UNIQUE SHOPS, STOPS, TOWNS & EVENTS**
in Southwestern Ontario...

...and we want to work for you!



"The Scenic Route" by John Sloane ©
www.johnsloaneart.com

- PRICES & SIZES • PREPAID PACKAGES
- WEBSITE & MAP INFO • BROCHURE DELIVERY • DEADLINES



1-800-667-0337
info@daytripping.ca



The
Daytripper

www.DAYTRIPPING.ca

2018 RATES & INFO

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in Southwestern Ontario



2018 ISSUE DEADLINES

We publish 5 issues/year

1) MARCH-APRIL

Deadline: February 12th
Approx. Release date: March 1st

2) MAY-JUNE

Deadline: April 9th
Approx. Release date: May 1st

3) JULY-AUGUST

*Circulation doubled to 70,000 copies
Deadline: June 11th
Approx. Release date: June 27th

4) SEPTEMBER-OCTOBER

Deadline: August 13th
Approx. Release date: August 29th

5) NOVEMBER-FEBRUARY*

Deadline: October 10th
Approx. Release date: October 25th

*The November-February issue will be online until February but virtually all copies will have been picked up before Christmas.



DAYTRIPPING STAFF:

Mark Moran, Publisher
Carrie Ann Timm, Office Manager
Laurie Dunlop, Sales Representative
Rhonda Long, Sales Representative
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MAP & WEBSITE LIST

The 4-page Daytripper's Directory, featuring the vital Ontario road map, appears in the centre of every issue. The cost is \$70 per year for one line, or \$100 per year to include your website address on a second line. This cost also covers your inclusion on our website.

WHERE TO EAT LIST

This list costs only \$150 per year, for all 5 issues and inclusion on our website.

BUY FRESH - BUY LOCAL

Call or email for details.

CORK SCREWS & CRAFT BREWS

Call or email for details.

WE'LL DELIVER YOUR BROCHURES

...to Travel Centres & Tourism Booths
in Southwestern Ontario **FOR ONLY \$300**

~ Price is based on a standard 3 panel brochure ~ Call us for more details ~

So Why Choose Daytripping?

A tourist is someone who travels at least 40 miles (which isn't very far at all), or stays overnight or crosses a border. So consider this...

- 82% of all our tourists are from Ontario.
- 70% of all tourists are same-day visitors (they're Daytrippers).
- 98.9% of people who are visiting our area with shopping as their main purpose are same-day visitors (again, Daytrippers!).
- People keep a copy of Daytripping for weeks, even months or years.
- Almost every copy of Daytripping we print is picked up! We take this very seriously.
- The ads are the reason people pick up Daytripping! They're looking to find unique shops and events, to find YOU!
- Daytripping is picked up in over 1,200 well thought out locations.
- You can reach all of SW Ontario with one paper, at a price that can't be beat.
- You're not allowed to advertise if you're not worth the trip, and our readers know this. You're in great company!

2014 MTCS Stats.

240,000 COPIES

PLUS 1,600 digital subscribers and 74,000 website visits at no extra cost.

AD SIZE (See sizes on back page)	FULL COLOUR AD/ISSUE Subtract 20% for Prepaid Price	THE REAL PRICE <i>This is the rate for prepaid Full Colour Ads, OR the price after a 20% credit for paying within 30 days</i>
1/32 or a Single Event Ad	\$145.00	\$116.00
1/16 or a Double Event Ad	\$250.00	\$200.00
1/8	\$400.00	\$320.00
1/6	\$520.00	\$416.00
1/4	\$620.00	\$496.00
1/2	\$1040.00	\$832.00
Full Page	\$1865.00	\$1492.00

How to Save 20%

It's simple. You can prepay and save 20%. Or, if we receive your payment within 30 days of the invoice date, 20% of that price (before tax) will be deducted from the cost of your next ad. This applies to all Display Ads and Event Ads. It's already built into the Pre-Paid Package rates, Map, Where to Eat and Buy Fresh listings.

Preferred Placement Added Costs:

- Bottom half of 1st Cover - \$300
- Bottom half of other Covers - \$200
- Back Pages - \$200 • Group Pages - \$400 setup fee
- HST not included in prices -

*JULY-AUGUST is a DOUBLE ISSUE

To meet the incredible demand for the July-August issue, we need to double our prices in order to double the circulation to at least 70,000 copies.

EVENT ADS

INCLUDED ON OUR WEBSITE!

Promote your events within our EVENTS LIST!

These display ads stand out and are also featured on our website, and on our Facebook page just before the event.

SINGLE Event Ad is this size (4.8" x 1")
DOUBLE Event Ad is twice as tall (4.8" x 2")

Single Event Ad
Actual Size

PRE-PAID PACKAGES

This is your Best Price. We can adjust any packages in case you want to use various sizes, or need to skip an issue!

All 5 issues of Daytripping (240,000 copies) for one price!

Payment arrangements MUST be made before an ad runs.

1/32 Page Full Colour \$630.00 SAVE up to \$310 B&W price = \$530	1/16 Page Full Colour \$1065.00 SAVE up to \$505 B&W price = \$910	1/8 Page Full Colour \$1640.00 SAVE up to \$830 B&W price = \$1390	1/6 Page Full Colour \$2215.00 SAVE up to \$975 B&W price = \$1885	1/4 Page Full Colour \$2655.00 SAVE up to \$1135 B&W price = \$2255
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Packages include Map Listing and inclusion on our website. By far, your best deal!

You can add a second line to your Map Listing (to promote your website) for \$30.00

2018 ESTIMATED CIRCULATION:

March-April: 40,000
May-June: 45,000
July-August: 72,000
September-October: 45,000
November-December: 38,000

We actually print more papers than we have to! Our prices are based on a circulation of 35,000 copies of each issue and double that amount in the summer (210,000 copies/year) but we'll print extra copies of all issues in order to meet the demand for Daytripping. 240,000 copies will be printed in 2018 but we will distribute the 30,000 extra copies as we think is needed. The overall number is more important, as most of our customers advertise in every issue. It's our constant goal to have every single copy of Daytripping picked up, with none left over at all.

DAYTRIPPING®

www.DAYTRIPPING.ca

ONLINE STATISTICS

for the period from
Sept. 2016 to Aug. 2017

Visits: **74,866**

Hits: **1,873,414**

Pages: **249,303**

Unique Visitors: **43,770**

Digital Subscribers: **1,661**

ALL of our customers are added
to our website at no charge! ☺



LIKE US ON

facebook

Likes:

5,787

Reach Per Issue: **5-7K**

WEBSITE BANNER ADS

\$210 for 6 months

\$380 for 1 year

1/4 Page

5" Wide x 7³/₈" Tall

OR 2³/₈" Wide x 14³/₄" Tall

OR 10¹/₄" Wide x 3⁵/₈" Tall

1/6 Page

5" Wide x 5¹/₂" Tall

1/16 Page

2³/₈" Wide x 3⁵/₈" Tall

OR 5" Wide x 1³/₄" Tall

1/32 Page

2³/₈" Wide x 1³/₄" Tall

1/8 Page

5" Wide x 3⁵/₈" Tall

OR 2³/₈" Wide x 7³/₈" Tall

OR 10¹/₄" Wide x 1³/₄" Tall

Half Page

10¹/₄" Wide x 7³/₈" Tall

OR 5" Wide x 14³/₄" Tall

Full Page

10¹/₄" Wide x 14³/₄" Tall

SPECIFICATIONS

If you are supplying us with your ad (rough outline or a finished ad), use the dimensions shown here. Rough ad copy can be mailed or e-mailed. If sending a ready-to-print ad, you can send through e-mail or sendspace.com. We accept the following file types in most cases: .eps .tif .pdf .jpg .psd (files may be stuffed/zipped). Photo formats (.jpg or .tif) MUST have a resolution of at least 300 dpi. Please consider how small logos and text will look on background colours and newsprint. To keep ads looking crisp, please don't use process black or 4-clr process colours. If you have any concerns about whether your ad format is acceptable, please call 1-800-667-0337.