

2021 OFFICIAL VISITOR'S DIGITAL GUIDE TO EASTERN MANITOBA

EastmanExperienceGuide.ca



2020 was marked by unprecedented world change. It has made us all rethink our priorities, our methods, our goals, and for our partners in Tourism, our way of doing business. One thing that has remained the same is the quiet confidence and unheralded history and energy of our region, which is truly Canadian.





As we move forward towards recovery in 2021, Eastman Tourism is here to help you beckon visitors to explore the diverse variety of year-round adventures to explore the scenic lakes, gushing rivers, rocky landscapes, rich prairies and varied cultures which present them with an unparalleled experience. Most importantly, we want to encourage guests from around the province to visit your business, where we know you will help them create memories that will last a lifetime.

INTRODUCING THE EASTMAN 2021 DIGITAL GUIDE

Our visitors have changed, and so has tourism marketing. We are proud to introduce the Eastman Guide in a new Digital Format. It will still contain everything you've come to love about the Eastman Guide, but with a new platform that will help market and promote your business in an exciting way.

Make 2021 your year and reach new customers with us.

THE BENEFITS OF GOING DIGITAL

<p>REACH MORE PEOPLE</p> 	<p>BENEFIT FROM TARGETING</p> 
<p>17,000 copies of our print guide were circulated in past years. Going digital, we will exceed that reach by using targeted digital ads and promotions to introduce the guide to more people.</p>	<p>Going digital allows you to benefit from online keywording & Geographic targeting, to capture audiences you'd love to reach where they are - online.</p>
<p>INTERACTIVE ADVERTISING</p> 	<p>ECO FRIENDLY ALTERNATIVE</p> 
<p>With digital advertising, your ads won't get lost in between the pages of a book. Capture your audience and have them click right to your website for a better user experience.</p>	<p>Removing the print edition allows us to all do something to help the environment by reducing paper waste and our carbon foot print. That's something we can all be proud of.</p>



1,848 Likes
@EastmanTourism



1,735 Followers
@Eastman_Tourism



1,030 Followers
@EastmanTourism



26,000+ Visitors
to eastmantourism.ca
annually

BOOK YOUR DIGITAL GUIDE MARKETING CONSULTATION

Eastman Tourism has a team of marketing consultants ready to work with you. Book your consultation today and discover how the Digital Guide can be put to work for you.

Dallas Mitchell
Marketing Consultant

Phone: 204-213-0296
Email:
info@eastmanexperienceguide.ca

SHOW THE PROVINCE HOW TO MAKE THEIR HEART BEAT IN EASTERN MANITOBA



GENERAL DETAILS

As an advertiser in the Eastman Tourism Digital Guide, you will receive:

- Ad placement in the area of your choosing
- Two digital advertisement creations by our design team
- One complimentary advertisement in the Deals Section to promote a deal of your choice
- Two dedicated Facebook posts about your business to promote a feature of your choice
- One inclusion in a shared blog article on Everything Eastman at eastmantourism.ca
- At a minimum, a yearly report with statistics about your ad displays and click-throughs

SIDEBAR DISPLAY ADVERTISING ~~\$350~~ \$200 FOR 2021 MEMBERS*

Display your advertisement in one of six sections** of the Digital Guide for an entire year. Choose between the Winter, Outdoor Adventure, Arts, Culture and History, Experiences, Videos or Deals sections and place your business where your target customer will find you. We will maximize your exposure with three advertising spaces rotating through a maximum of 12 advertisers. Your ad will display one out of every four times a page in this section is loaded.

IN-ARTICLE DISPLAY ADVERTISING ~~\$400~~ \$228 FOR 2021 MEMBERS*

Display your advertisement on every article written for one of five sections** of the Digital Guide for an entire year. Choose between a mid-point display or end of article display in the Winter, Outdoor Adventure, Arts, Culture and History, Experiences articles written for the Guide or a bottom display ad on the Video Pages. We will maximize your exposure with three advertising spaces rotating through a maximum of 12 advertisers. Your ad will display one out of every four times an article in that section of the Guide is loaded.

TOP OF PAGE DISPLAY AD ~~\$100~~ \$57/WEEK FOR 2021 MEMBERS*

Promote your business at the top of each page and on each article in the Digital Guide. This ad space is sold weekly and is provided to one advertiser at a time.

SPOTLIGHT BAR ~~\$175~~ \$99/WEEK FOR 2021 MEMBERS*

Promote your business in the Spotlight Bar, displayed at the bottom of every screen. Maximize your business exposure with this unique ad spot, which is set to display as a pop-up that instantly displays at the bottom of any device screen every time a page is loaded. This ad space is sold weekly and is provided to one advertiser at a time.

LIST A SPECIAL ON THE DEALS PAGE \$50 PER DEAL YOU LIST

Whether your deal is for a week, month, season, or year, showcase it on our Deals page. Every deal listed with us will receive a dedicated Facebook post about the promotion to increase the number of people who see it.

EXPERIENCES PAGE ADVERTORIAL \$750 PER EXPERIENCES PAGE

Let's create an Experience Page just for your community, business, or event. Experience pages are long-form Advertorials created to promote multiple features about you. These pages include links to your features, images, videos, and copy to entice visitors to your location. Our marketing consultants will work directly with you and your team to build and develop your Experience Page and will invest \$200 in Facebook advertising to promote your Experience.

*Advertisers with a 2021 Eastman Tourism Membership receive discounted pricing. All Ad Rates are +20% for Non-members.

**Advertisers may choose to purchase more than one ad space. Advertising spaces will be sold on a first come, first served basis.

DISCOVER THE MARKETING BENEFITS OF WORKING WITH EASTMAN

- ✓ Eastman Tourism provides a collaborative approach to regional representation.
- ✓ Members of and advertisers with Eastman Tourism receive priority promotions across all of our marketing methods.
- ✓ Eastman Tourism works with its provincial and national partners to promote the Eastman region to millions of visitors and potential visitors every year.
- ✓ Our mission is to strengthen the tourism industry by developing, marketing, and building the capacity of regional assets and travel opportunities.
- ✓ Our number one goal is to help those in the tourism industry of our region succeed.
- ✓ Our members and advertisers are well represented through blogging and social media posts. Shared in syndication by numerous content promoters, this expands our members' and advertisers' reach.