

2018-19 Ontario's Southwest Co-Branded E-mail Blast

Looking to promote your Waterfront or Beer, Wine and Culinary experiences to a qualified audience? Southwest Ontario Tourism Corporation (SWOTC) is now giving you access to its extremely qualified audience of over 49,000 email subscribers. Partner with SWOTC in an e-blast that features your content to this database. You are in charge of the content and SWOTC will program into its existing email template with all links going to the website of your choosing. Deployment dates from May 1st, 2018 to March 31st, 2019.

4 co-branded e-blast opportunities available on a first-come basis (one per partner).

Cost per e-blast \$1900.00

BOOK NOW! Space is limited. Bookings are accepted on a first-come basis. Booking deadline is March 1st, 2018.

Content You Can Customize

Main Content Block

- High-resolution image (minimum 1000 pixels wide in landscape format)
- headline
- body copy: Max. 70 words
- Link

Secondary Content Block

- High-resolution image (minimum 1000 pixels wide in landscape format)
- headline
- body copy: Max 70 words
- Link

Optional items:

Opportunity to highlight two upcoming events, one offer and one trending experience

Or

Highlight two upcoming events and two offers

Or

Highlight two upcoming events and two trending experiences

Please Note: You will be working within an existing template so customization options are limited. You can customize the content and colours only, not layout. See page three for example of layout.

Reporting

At the end of the quarter, you will receive a Performance Report outlining Audience size, Open Rate, Click Through Rate, Number of Clicks, and Top Links Clicked.

SALES CONTRACT

Company _____
Auth. Contact Person _____ Title _____
Address: _____
City/Province/Postal Code _____
Telephone _____ Email _____

Select months and your preference level on a scale of 1-3 from the following (first come first served):

#__	<input type="checkbox"/>	May	#__	<input type="checkbox"/>	September	#__	<input type="checkbox"/>	January
#__	<input type="checkbox"/>	June	#__	<input type="checkbox"/>	October	#__	<input type="checkbox"/>	February
#__	<input type="checkbox"/>	July	#__	<input type="checkbox"/>	November	#__	<input type="checkbox"/>	March
#__	<input type="checkbox"/>	August	#__	<input type="checkbox"/>	December			

Cost: **\$1,900.00 per e-blast**

BOOK NOW! Space is limited. Bookings are accepted on a first-come basis.

Booking deadline is March 1st, 2017

If you are selected, SWOTC staff will contact you with content requirements.

Materials are due 45 days prior to deployment.

Acknowledgement of Contract Submission: If you do not receive acknowledgement within ten (10) business days, please contact Jen Moore at jen@swotc.ca. **Payment:** Rates are in Canadian dollars. Payment is due 30 days following receipt of invoice. Please make cheque payable to Southwest Ontario Tourism Corporation, 842 Nellis Street, Woodstock, ON N4S 4C3 and include a copy of this signed sales contract. **Authorization:** I contract irrevocably with the Southwest Ontario Tourism Corporation, on behalf of and authorized by my company, to place the indicated advertisement. **Commitment Guarantee:** I understand that by signing and returning this Sales Contract, I am committing to purchase (if available), all opportunities above, and that should materials not be submitted, I am still liable for all charges notes above.

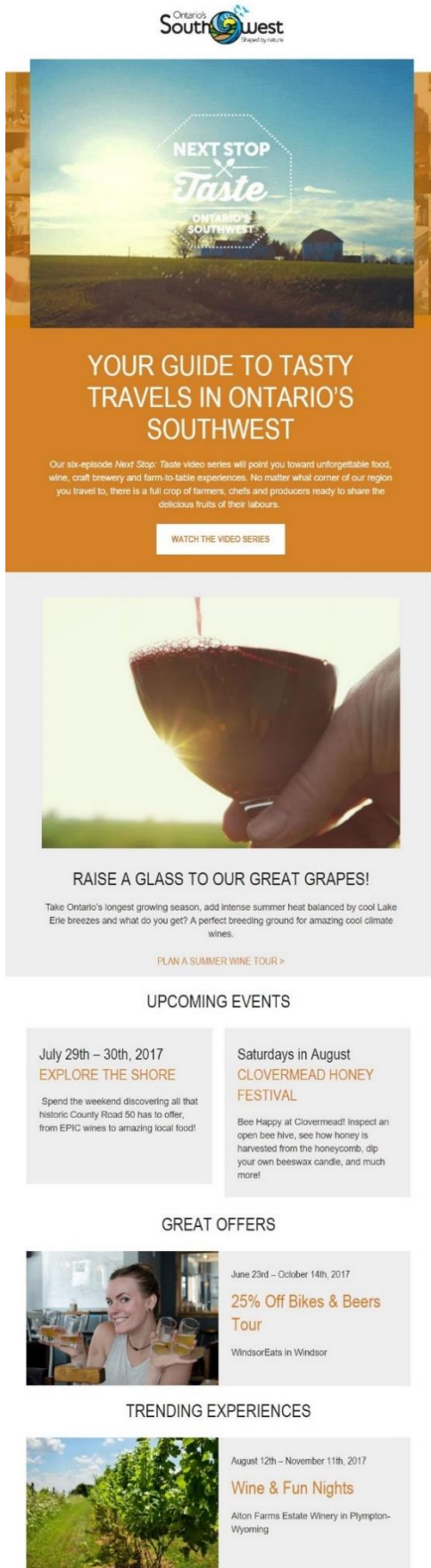
TOTAL: _____

Authorization Signature: _____

Print Name: _____ **Date:** _____



What You Will Get



Main Content Block

1 high resolution image with copy and URL link

Secondary Content Block

1 high resolution image with copy and website link

Optional:

Opportunity to highlight two upcoming events, one offer and one trending experience

2 Events, each with short description & website link

1 Offer with short description & website link

1 Trending Experience with short description & website link