

# EXPLORER

CELEBRATING 25 YEARS ♦ 2019 Official Visitors Guide ♦ Annapolis Royal & Area



## PRICE INCLUDES PRINT & ONLINE EDITION, DIRECTORIES & MAPS!

Thanks to outstanding support over the past 24 years, the Explorer continues to grow and evolve. Popular with locals and visitors alike, its proven track record of success consistently helps you make the most of your valuable marketing dollars—in print, online and social media. It is a cost-effective and proven co-ordinated, multi-faceted, complete, year-round, co-op marketing campaign.

### 25,000 FULL COLOUR PRINT DISTRIBUTION

Distribution is carefully monitored year-round at Provincial, Regional and Local Tourist Bureaus, trade shows, airports and ferries, plus all participating businesses.

### MAPS, WEB QUICK LINK & BUSINESS DIRECTORIES

As an Explorer Partner, the cost of your ad also includes our Maps and

Business Directories, both print and online editions, plus a Web Quick Link.

### INTERNET & SOCIAL MEDIA

The expanded online Explorer Magazine promotes your business on numerous web sites at no additional charge. Our aggressive Facebook & social media campaigns add extra value, boost visibility 24/7 for the area, and reach and locals year-round plus visitors early in their important, initial trip planning phase.

### AD & PAYMENT DEADLINES

#### IMPORTANT: Please Note!

Our print and production costs are increasing by 10% in 2019, but you can still receive 2018 prices with our Early Bird Rates\* if you act quickly.

<b>Ad Due</b>	<b>Nov. 2</b>
<b>Early Bird Deadline*</b>	<b>Nov. 13</b>
<b>Final Deadline</b>	<b>Jan. 13</b>

### EARLY BIRD RATES\*

2" wide x 3" tall	\$200
4" wide x 1.5" tall	\$200
2" wide x 4" tall	\$230
4" wide x 2" tall	\$230
2" wide x 5" tall	\$280
4" wide x 3" tall	\$320
4" wide x 4" tall	\$390
4" wide x 5" tall	\$485
4" wide x 6" tall	\$600

**Only 1 business name per ad. 25% OFF** Display Ads for owners with 2 or more stores.

### AD SIZES LIMITED

**Reserve Yours Today!**

**902-532-3034**

**Explorer@eastlink.ca**

Alan & Durline Melanson

## Early Bird Discounts\*

**PAY IN FULL BY NOV. 13 & RECEIVE...**

Early Bird Rates  
Free Holiday Explorer Contest Listing  
Chance to WIN your Explorer Ad  
Chance to WIN a Business Video

**MAPS • ATTRACTIONS • RESTAURANTS • LODGING • SHOPPING • FESTIVALS • DIRECTORY**