

Shopping * Dining * Accommodation * Theatre * Events

Curious - The Tourist Guide is a publication which chooses to promote the unique and out of the way shops, services, towns and events that pepper Ontario. Our editorial consists of bits of history about the towns we visit, stories sent in by readers, poems, trivia, recipes and whimsical information that makes for light reading. Our format is to produce a page or pages of advertising from the towns within our primary distribution area. We then arrange them in the paper in an order that would lead our reader on a route through the area.

Ad Size	Width x Height	Single Ad Rate			2-4 ads Cost Per Issue			5-10 ads Cost Per Issue			11 ads - annual Cost Per Issue		
		Print	Web	Both	Print	Web	Both	Print	Web	Both	Print	Web	Both
1/32	2 1/2" x 1 3/4"	\$ 142	\$ 104	\$ 194	\$ 128	\$ 94	\$ 175	\$ 115	\$ 85	\$ 158	\$ 104	\$ 77	\$ 143
1/16 vertical	2 1/2" x 3 1/2"	235	172	321	212	155	290	191	140	261	172	126	235
1/16 horizontal	5" x 1 3/4"	235	172	321	212	155	290	191	140	261	172	126	235
1/8 vertical	2 1/2" x 7"	393	287	536	354	258	483	319	232	435	287	209	392
1/8 horizontal	5" x 3 1/2"	393	287	536	354	258	483	319	232	435	287	209	392
1/4 page	5" x 7"	653	476	891	588	428	802	529	385	722	476	347	650
1/2 page	10 1/4" x 7"	1,089	794	1,486	980	715	1,338	882	644	1,204	794	580	1,084
Full page	10 1/4" x 15"	1,816	1,323	2,478	1,634	1,191	2,230	1,470	1,072	2,006	1,323	965	1,806
Full page group ad	10 1/4" x 15"	1,910											
Front pony page*	7 1/2" x 10 1/4"	1,555											
Back cover page*	10 1/4" x 16"	2,220											

- All Rates Include Colour • No discounts on covers • HST extra • For "both" rate Print/Web ads run at same time
- Discounts are based on *advertising frequency* and apply to any ad size throughout the contract
- Signed advertising contracts required for all discount rates
- Rates will be adjusted for ads committed to but not run
- Each issue is invoiced separately and payment is due upon receipt of invoice
- Late payments will be charged interest monthly 2.3% per month

*No charge for
ad copy set-up or changes*

We publish monthly from February to December. Current distribution is **35,000 copies per issue**, free to pick up at over **2,100 locations** from Kitchener to Peterborough and from Port Dover to Muskoka. Distribution outlets include country and craft stores, antique and Victorian shops & boutiques, country inns, motels and Bed & Breakfasts, restaurants, cafes and tea rooms, Tourism Ontario Travel Centres, Tourist Information Centres in each town, museums, libraries and cultural tourist destinations. We reach the Metro Toronto market via key locations including Harbourfront, the St. Lawrence Market, the Tourism Ontario Travel Centre at Yonge & Dundas, the information centres at Sherway Gardens and Yorkdale Mall and a number of restaurants, specialty shops and antique stores throughout the city. **Curious - The Tourist Guide** is also available at the border crossing Information Centres at Niagara Falls & Fort Erie.

We look forward to working together with you to promote your business. Call us at 1-800-624-6333



You can also read each issue On-Line

www.curiousguide.ca
 with links to all websites & emails in the ads

Plus
 each issue we send a direct link to
more than 1,700 electronic subscribers
 and still growing!



CURIOUS

The Tourist Guide

A Division of Gervais Advertising Inc.

Shopping * Dining * Accommodation * Theatre * Events



Check out our
On-Line Edition at
www.curiousguide.ca



Like & Share us on **facebook**



The Daytrippers

darci-que

Centre-Spread Map List

**\$29.00 per month, pro-rated
to the end of the calendar year.**

Listing is placed under your town and includes business name and telephone number on the first line and up to 50 characters/spaces on the 2nd line for product description, catch phrase or web site.

Our readers are the local tourist, age 45+, skewed 64% female with higher than average spendable income looking for that "Destination Experience" within 2 hours from home. They are the entertainment/pleasure seekers who enjoy discovering the unique shopping, dining and entertainment opportunities that we promote. Information from entry ballots from our reader "give-aways" indicates that 18% of our readers are from the Toronto market and 46% come from the Golden Horseshoe.

Sample Ad Sizes

1/16 size horizontal
5" wide x 1.75" tall

1/16 size vertical
2.5" wide x 3.5" tall

1/32 size
2.5" wide x 1.75" tall

The man who stops
advertising to save money
is like the man who
stops the clock to save time.

Brochure Delivery? Let Us Do The Driving!

We will deliver
your brochures
to 94
Tourist Information
locations within
2 hours of
Metro Toronto
From \$525.00 plus HST
for the complete run.



We will deliver less than a complete run for \$6.75 per drop, minimum charge of \$315.00 plus HST. A list of the towns that we deliver to and specifications are available upon request.

Every success is built on the ability
to do better than good enough!

1/8 size horizontal
5" wide x 3.5" tall

Other sizes available:

1/8 page: 2.5" wide x 7" tall
1/4 page: 5" wide x 7" tall
1/2 page: 10 1/4" wide x 7" tall
Full page: 10 1/4" wide x 15" tall