

ADVERTISE IN OUR NEW EXPLORE GUIDE!

Grey Sauble Conservation Authority (GSCA) is excited to announce the creation of a new and improved Explore Guide for Fall of 2021! This guide is a great resource for residents and visitors alike and will include trail maps, special features, and interesting information for 23 of GSCA's most popular properties.

The hard copy and digital publication of our Explore Guide have successfully promoted outdoor recreation and nature appreciation across Grey and Bruce Counties, helping guide many visitors to our properties and boosting tourism at nearby businesses throughout the region.

NEW THIS YEAR

This year we are including a limited number of advertisements in the Explore Guide and are inviting interested conservation-minded businesses to be part of the new edition! Placing an ad in the guide will both support important local conservation work and will showcase your business to the many visitors and residents that use this helpful resource.

We hope that you will join us in welcoming visitors to our region and encouraging residents to explore nature and businesses in their own backyard!

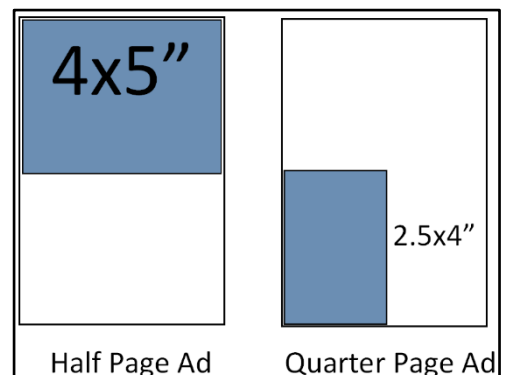
DISTRIBUTION

- 10,000 free print copies are distributed locally over 3 years and can be found in rest stops and information centres across Grey Bruce.
- The digital Explore Guide is available at www.greysauble.on.ca, which gets over 170,000 visitors annually.
- The 2021 Explore Guide will get promoted through GSCA's Facebook, Instagram, and Twitter platforms, reaching between 10,000 and 35,000 people every month!

EXPLORE GUIDE AD RATES

- Half page (4" x 5") - **\$350 + HST**
- Quarter page (2.5"x4") - **\$250 + HST**

Revenue from ads support important conservation work!



EXPLORE GUIDE AD SPECS

- The submitted ad must be print ready and conform to the specified dimensions.
- File format: high resolution tiff., jpeg., or PDF files (300 dpi).
- All advertising and copy are subject to the approval of GSCA.

BOOK YOUR AD TODAY!

To inquire about booking ad space in the 2021 Explore Guide, please contact explore@greysauble.on.ca and include the following information:

1. A brief description of your business
2. The ad size you are interested in booking
3. A sample advertisement if you have one

BOOKING DEADLINE

Ad booking and graphics deadline: **October 25, 2021**

Due to limited space, inquiries do not guarantee an advertisement placement in the New Explore Guide. Grey Sauble Conservation Authority reserves the right to accept or reject any advertising submissions.