



2012 TOURISM KINGSTON ADVERTISING AGREEMENT

Business Name: _____ Contact: _____ Title: _____

Location Address: _____

Mailing Address (If Different From Above): _____

Phone: _____ Fax: _____ Toll Free Phone: _____

Email: _____ Website: _____

Owner/Manager: _____

Partnership with Tourism Kingston is FREE for tourism businesses in Kingston. Your partnership includes:

- Enhanced Web Listing on Kingston's Official Tourism Website www.kingstoncanada.com
 - Includes Logo, 5 Colour Images, Description, Hours of Operation, Mapping Feature, Web & Email Link
 - **NEW FOR 2012!** Ability to upload menus, brochures, coupons, and social media links
- Opportunity to participate in Tourism Kingston's Online Reservation System (varied commission applies)
- Inclusion in the Mobile Web Applications for BlackBerry, iPhone, iPad, and Android
- Subscription to a monthly e-newsletter, *Industry Insider*
- Invitations to Tourism Kingston events
- **NEW FOR 2012!** Opportunity to provide information and events in Discover Kingston e-flashes to potential visitors
- Opportunity to access Tourism Kingston and KEDCO business support

For advertising rates and availability in *Kingston's Official Visitor Guide*, contact Kingston Publications at 613-549-8442.

For advertising rates and availability on the digital signs on Ontario Street, contact Creative Display Technologies at 613-831-7097.

ADDITIONAL ADVERTISING OPPORTUNITIES

All items are a la carte

- | | |
|--|--|
| Direct Dial Line at the Visitor Information Centre | <input type="checkbox"/> \$165 (limited to 32 lines) |
| Pre-Qualified Leads Program | <input type="checkbox"/> \$225 |
| Web Banner Advertising | <input type="checkbox"/> \$225 (limited) |
| Brochure Racking at Visitor Information Centre | <input type="checkbox"/> \$300 |
| Signage at Kingston Airport | <input type="checkbox"/> \$800 |

TOURISM KINGSTON

Contact: Betsy Moore
 Project Coordinator, Tourism Marketing & Development
moore@kingstoncanada.com
 Tel: 613-544-2725 ext. 7248
 Fax: 613-546-2882
 945 Princess Street at Innovation Park, Kingston, ON K7L 3N6
www.kingstoncanada.com

Subtotal: _____

13% HST No. 870429032: _____

TOTAL DUE: _____

Date: _____

Authorized Signature: _____

I have read the Terms and Conditions of the Tourism Kingston Partnership Program

2012 TOURISM KINGSTON ADVERTISING AGREEMENT Terms & Conditions

Enhanced Web Listings

- a. Partners are responsible for providing accurate information for their enhanced web listing on the Tourism Kingston website. Regular maintenance is required to ensure accuracy of posted information.
- b. Tourism Kingston reserves the right to reject or request edits to any listing which Tourism Kingston deems offensive to the moral standard of the community, or which Tourism Kingston believes negatively reflects on the character, integrity or standing of any organization or individual.
- c. Tourism Kingston reserves the right to remove postings which have not been updated by the partner in 366 days.

Brochure Racking

- a. Tourism Kingston will notify the partner via email or by phone when the Visitor Information Centre requires additional brochures.
- b. It is the responsibility of the partner to deliver brochures to the Visitor Information Centre (209 Ontario Street) for restocking.
- c. Tourism Kingston reserves the right to remove any brochure which Tourism Kingston deems offensive to the moral standard of the community, or which Tourism Kingston believes negatively reflects on the character, integrity or standing of any organization or individual.
- d. In the event that the Partner discontinues the brochure racking program with Tourism Kingston, Tourism Kingston will store any remaining brochures for a maximum of fourteen (14) days during which time the Partner may pick them up at the Visitor Information Centre. After fourteen (14) days, Tourism Kingston would recycle any remaining brochures.

Leads Program

- a. Tourism Kingston will distribute the Leads List via email to participating Partners. It is the responsibility of the Partner to follow up with the Leads.

Web Banner Advertisement

- a. Tourism Kingston reserves the right to reject or request edits to any listing which Tourism Kingston deems offensive to the moral standard of the community, or which Tourism Kingston believes negatively reflects on the character, integrity or standing of any organization or individual.
- b. Partners are responsible for submitting a low-resolution version of their logo and website link to Tourism Kingston for the Revolving Web Banner. Logo images should fit 423 X 282 pixels and less than 600 KB in size.
- c. Tourism Kingston will post the logo on the website within five (5) business days of receipt. If this cannot be completed within 5 (five) business days, the Partner will receive, at the discretion of Tourism Kingston, either a prorated credit or extension of display time.

Direct Dial Phone Line

- a. Partners who purchase a direct dial phone line must advise Tourism Kingston of the number which they would like connected. There is a limit of one direct dial line per Partner.

General

- a. Tourism Kingston reserves the right to sell individual package components on an 'a la carte' basis after June 1. Tourism Kingston will prorate annual charges for advertising sold after June 1.
- b. The advertising opportunities available through the Tourism Kingston Partnership Program are designed for tourism businesses (e.g. attractions, accommodations, museums, restaurants, historic sites, shopping, meeting venues, sports and/or entertainment venues) however Tourism Kingston reserves the right to sell advertising opportunities to businesses outside of the tourism sector.
- c. The Tourism Kingston Partnership Program is available to businesses within the City of Kingston Electoral Districts and Wolfe Island, except where grandfathered from previous mandates.
- d. The Partner will not assign this contract or any right or obligation hereunder without the prior written consent of Tourism Kingston.
- e. This contract constitutes the entire agreement between Tourism Kingston and the Partner with respect to the subject matter hereof and supersedes all prior agreements, negotiations, discussions and understandings between Tourism Kingston and the Partner that in any way relates to the purchase and sales of the rights hereunder.