



Official Visitor Guide

Print & Digital 2026/2027

Launch: April 23rd, 2026

Here's why you need to be in our Visitor Guide:

Tourism Windsor Essex Pelee Island utilizes the Official Visitor Guide as our premier marketing piece to educate visitors on the many ways to explore Windsor Essex, both through print and digital format.

This year's plan is designed to accommodate current market trends for information distribution, and get our print or digital guide directly into the hands of interested travellers:

1. 40,000 printed copies distributed in Ontario and locally at key attractions and events
2. Creation of a destination lure distributed in Sarnia, Chatham, London, Kitchener Waterloo and the GTA to targeted households encouraging digital views of the guide
3. \$40k digital campaign in those same markets and targeting those with the highest propensity to travel
4. Both campaigns featuring measurable data capture elements
5. Exposure in our digital flip page edition; 179k visits in 2025*

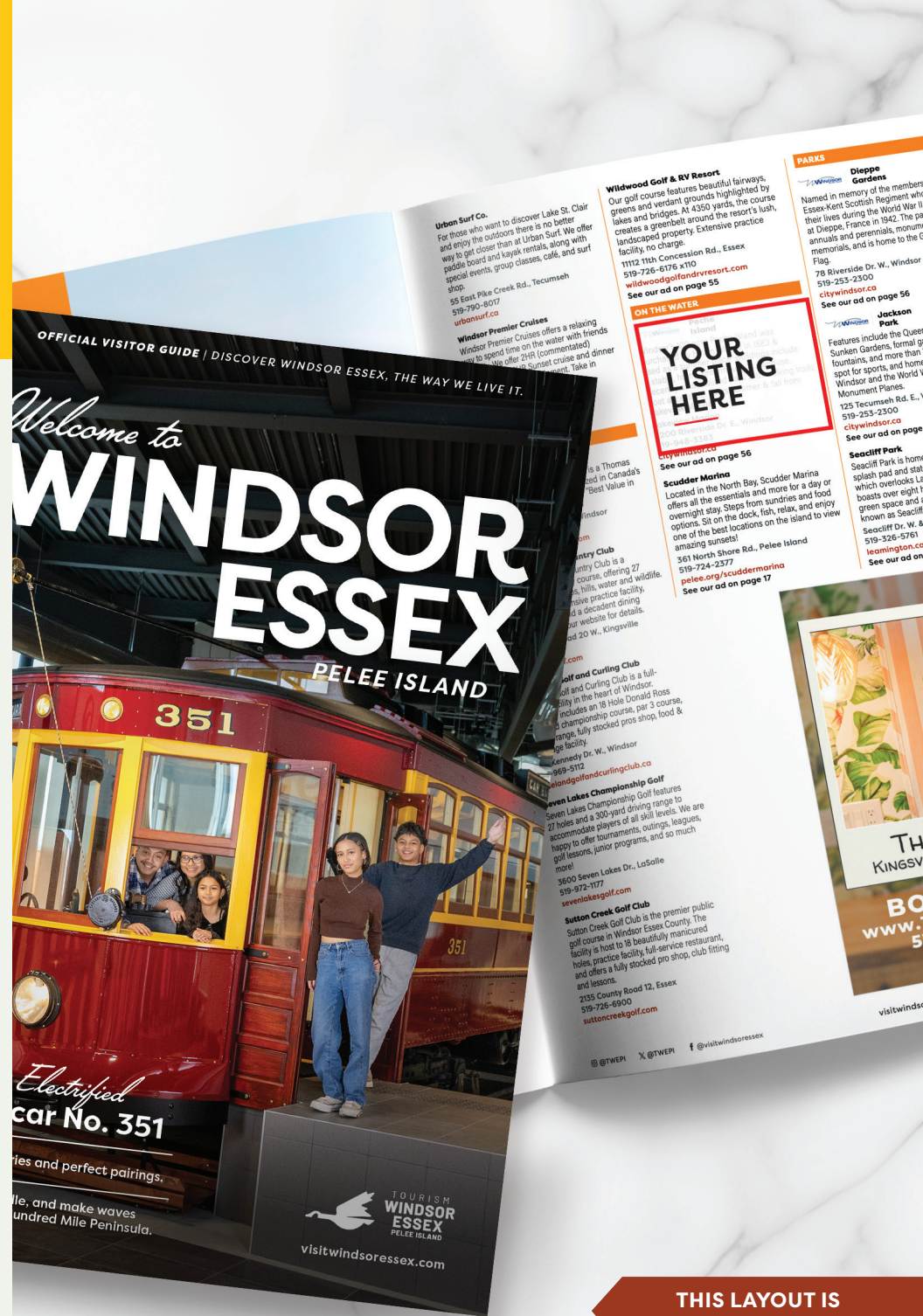
We thank you again for your partnership, and being an engaged industry stakeholder.

Steps to purchasing your listing or ad space:

1. Review the contract details on page 3
2. Select which advertising option you would like
3. Fill in your listing details

Advance payment required on all advertising agreements prior to printing.

*Visits as of October 31, 2025.



THIS LAYOUT IS A SAMPLE ONLY



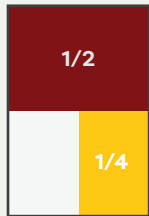
TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

2026/2027 Official Visitor Guide

Listing & Ad Rates

Display Ad Opportunities

Design your own ad or have us design it for you (free of charge).



All ads include a FREE company listing with a 240 character description (approximately 40 words).

Full page ads also include a logo placement accompanying your ad.



Full Page Ad

Trim: 6.25" w x 9.1875" h
Bleed: 6.5" w x 9.4375" h
Live Area: 5.25" w x 8.1875" h

1/2 Page Ad

5.25" w x 4" h

1/4 Page Ad

2.54" w x 4" h

Listing Opportunities

1. Business Name
2. Business Address
3. Business Phone Number
4. Business Website
5. 240 Character Description

\$199 ^{+HST}

Sample Listing

Tourism Windsor Essex Pelee Island

The official Destination Marketing Organization for the regional tourism industry. We are a not-for-profit organization that is dedicated to promoting and selling Windsor, Essex and Pelee Island as a remarkable destination for tourists.

98 Chatham St. East
Windsor, ON N9A 2W1
519.255.6530
visitwindsor.essex.com

Advertising Deadline: January 16th, 2026

Artwork Deadline: January 30th, 2026



Contact us for more information:

Jessica Riley

jriley@tourismwindsor.essex.com

519.253.3616 ext. 4422

SOLD OUT

Back Cover (Full Page):	\$6,850 ^{+HST}
Inside Front Cover (Full Page):	\$6,300 ^{+HST}
Inside Back Cover (Full Page):	\$6,300 ^{+HST}
Interior Full Page:	\$4,850 ^{+HST}
Half Page:	\$2,950 ^{+HST}
1/4 Page:	\$1,750 ^{+HST}

Your Selection

SOLD OUT

Back Cover (Full Page): **\$6,850** ^{+HST}

Inside Front Cover (Full Page): **\$6,300** ^{+HST}

Inside Back Cover (Full Page): **\$6,300** ^{+HST}

Interior Full Page: **\$4,850** ^{+HST}

Half Page: **\$2,950** ^{+HST}

1/4 Page: **\$1,750** ^{+HST}

Listing Description: **\$199** ^{+HST}

**All ad purchases include a free company listing.
Full page ads also include logo placement.*

**Please contact Jessica Riley to discuss our multiple listings option.*

If purchasing an advertisement:

I will provide artwork

I need assistance designing my ad

Select Payment Type

Credit Card

Etransfer

Cheque

Fill out the form below and submit your signature. All contracts must be signed digitally, and you will receive a copy of the contract via email following your signature being received. An invoice will be emailed to the email address indicated below.

Advertiser _____

Mailing/Billing Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Contact Name _____ Email _____

Authorized Signature _____

**By signing this form you are agreeing to be added to the Tourism Windsor Essex stakeholder email database.*

New Advertiser or Listing

Deadline: January 16th, 2026

Listing Fee

\$199 ^{+HST}

LISTING DETAILS

Business Name: _____

Business Address: _____

City: _____

Business Phone: _____

Business Website: _____

Business Description (240 Character Maximum):

**Please review the information above before signing the contract. Tourism Windsor Essex Pelee Island reserves the right to edit ads and listings for grammar, punctuation, creative and consistency.*