

ENJOY

Chemainus

Print program introduction

This program has been developed to help you advertise in publications for far less than it would initially cost you. This helps to increase your foot traffic while showcasing the town as a whole. As a member of this program you sign zero contracts and make zero commitments. You pay zero fees other than the discounted advertising space and you simply participate only when you want.

How is this possible?

By co-opting an ad with the CBIA we pay for a percentage of the cost, as do you and any fellow member(s) who wish to advertise.

How does it work?

Any time we have an opportunity available, we will let you know via email, in-person, or online in your members area.

If you choose to participate, you can select the size you prefer within the ad space and the cost. It is a first

come, first serve basis and timelines may be short notice, depending on the opportunities presented.

Is there a profit to the CBIA?

None. As a bonus, the CBIA spends less money on advertising, furthering your member marketing funds.

How does this benefit my business?

By using our brand and attaching yours, we can help with recognition while allowing you the opportunity to advertise more often and in publications that may have previously been financially out of reach.

- 1) Your business becomes a main focus of an ad going directly to your target market. This gains attention, helping to generate foot traffic and sales for you.
- 2) The CBIA brand becomes stronger as a community and we continue to showcase all of the wonderful offerings Chemainus has. This in turn generates recognition and further prosperity for the entire town.

What is the cost?

How are costs calculated?

We take the advertisement space and overlay a grid. The CBIA then identifies how much space they would like to occupy based on the overall ad size. After that, the other grid areas will be available for purchase. See back for sample.

Which publications are available?

Publications we choose:

Looking at our budget and the market, we carefully select publications we would like to engage with and place an ad in. At times, publications also come to us with remnant space (discounted available space) which we will consider. Typically these need to be filled quickly, usually within a day or two*.

*It is important to book the opportunity with us as soon as you are able, as space will fill quickly. Sometimes we will be able to enlarge the overall ad space to accommodate more members, sometimes we will not.

Publications you choose:

We would happily consider co-opting an ad with you. We would need to know the specifics such as the publication, the dates when material is due, etc. We would consider adding one of the following options based on the grid calculation system:

- . Logo only
- . Logo and footer (includes brush stroke box)
- . Logo, footer, box and heading
- . Logo, footer, box, heading, and paragraph.

This will be approved on a case by case basis. We would also be happy to submit this to the members if you are looking for a partnership advertisement.

Ad styles and submissions

Here are the two main types of ads we will be working with, but at times others (such as advertorials) may be available.

For listing based advertisements:

- . Logo
- . Address, phone number, and website
- . Short description (word count to be identified at time of ad material request)
- . Heading (Such as: The Most Unique Gifts - also dependent on advertisement)

For ad based advertisements:

- . Address, phone number, and website
- . Actual advertisement you would like to use (if you have one designed; if not, the publication may be able to provide one either free or at a minimal cost)

Sample: Listing advertisement

VISIT
Chemainus

Discover hidden gems

This artsy seaside village is nestled between the mountains and the ocean on the warm East coast of Vancouver Island.

It's the stress-free place to relax with family, escape for a romantic weekend or simply take a break from city life.

Every year visitors flock to Chemainus from around the globe. Come and discover.

Chemainus Visitor Centre: 250-246-9433
1 hour from Victoria and Nanaimo

visitchemainus.ca

SALTSPRING SOAPWORKS
Experience our complete line of handmade soaps, natural body care, our famous Spa line and lots of fun sundries. A true Saltspring Island experience!
9770 Willow Street | (250) 324-1551
www.beyondtheusual.com

BEYOND THE USUAL
The newest active lifestyle shop in the valley for all your clothing, footwear and adventure needs. Located in the heart of mural town Chemainus, BC.
9748 Willow St | 250-324-2226
www.saltspringsoapcompany.com

Not actual size or layout. This is a sample for the costing exercise only.

| | | | | | | | |
|---|--|--|----------------------|---|--|--|-------------------|
| Chemainus | | | | | | | |
| Discover hidden gems | | | SALTSPRING SOAPWORKS | | | | |
| This artsy seaside village is nestled between the mountains and the ocean on the warm East coast of Vancouver Island. | | | SALTSPRING SOAPWORKS | Experience our complete line of handmade soaps, natural body care, our famous Spa line and lots of fun sundries. A true Saltspring Island experience! | | | |
| It's the stress-free place to relax with family, escape for a romantic weekend or simply take a break from city life. | | | BEYOND THE USUAL | The newest active lifestyle shop in the valley for all your clothing, footwear and adventure needs. Located in the heart of mural town Chemainus, BC. | | | |
| Every year visitors flock to Chemainus from around the globe. Come and discover. | | | | | | | |
| Chemainus Visitor Centre: 250-246-9433 1 hour from Victoria and Nanaimo | | | | | | | visitchemainus.ca |

Calculating the cost of an advertisement

Every square your ad/listing occupies or wish to occupy will be a specified cost.

Looking at the example above the cost would be as follows:

This particular grid is based on a typical layout which is a 7 square x 7 square grid = 49 squares available.

Let's presume the ad costs is \$500. Each square would then be worth \$10.20.

Ad cost calculations would then be:

Blue (CBIA) has 29 squares = \$295.85 | Orange has 12 squares = \$122.40 | Green has 8 squares = \$81.60

Therefore in a \$500 publication you get almost 1/3 of an advertisement for under \$85!

Billboard program introduction

This program has been developed to help you advertise on the billboards that the CBIA owns. These are located on the highway just outside of Chemainus both North and South facing. These costs are 90% less than you would typically pay for billboard advertising. This helps to increase your visibility to highway traffic while also showcasing the town as whole.

As a member of this program you sign zero contracts and make zero commitments past the term you decide to advertise for. You pay zero maintenance fees, the only costs to you are the discounted space, poster materials and installation. You participate when you want.

Taking part in this program allows you to do the following types of advertising:

- 1) **Listing (Date of Interest, Event, Sale, etc):**
Have an event, sale, or other date that you need to advertise? We have banner space.
- 2) **Branding (Logo):**
Showcase to traffic who you are and where you are located. We have logo space.

What is the cost?

As we own the billboard, rental fees reflect minimal maintenance and future expansion costs dedicated to helping further your brand. The costs of printing and installation are set by a quality supplier we have contracted to do this. CBIA will approve all time intervals to make sure this vehicle is not monopolized by only a few members' advertisements.

Listing Billboard (Dates of interest, Events, Sales, etc.):

- . Duration: 2 week blocks*
- . Billboards: One - At Fuller Lake Exit
- . Co-op Rental Fees: \$200/locations
- . Printing 3' x 30' = TBC/banner application
- . Installation = \$80/banner application

Branding Billboard (Logo):

- . Duration: 4 week blocks*
- . Billboards: Two - At highway exits
- . Co-op Rental Fees: \$450/locations
- . Large Photo change: \$650/location***
- . Printing = TBC/vinyl application
- . Installation = \$80/banner application

Billboard Bonus:

If no one has reserved the space 2 weeks before you, your ad can remain FREE of charge until an additional business or the CBIA requires the space. The only exception is when an event date has passed, however if you wish to provide a thank you banner in place of your original ad you can.

*This will be allotted on a case by case basis by the CBIA who has the right to assess, discontinue or alter this program as required.

** All printing is handled by a supplier which has been allocated by CBIA to maintain consistency and preserve billboard integrity.

*** If you decide to charge the large photo, printing and install costs will increase. Estimated at time of request.

Which locations are available?

North and South Facing Chemainus Exits
(2 Branding Billboard):

At the exit of Fuller Lake, this billboard is North Facing and located before the listing based North billboard.

Fuller Lake Exit

(1 Listing Billboards):

Both South and North facing, these billboards are located at the Chemainus exits on the highway.

Art submissions

The CBIA will be able to insert and send off the items required regardless of listing or brand based advertisement.

For listing based billboard advertisements:

- . Logo
- . Name of event
- . Dates you would like
- . Date ending

For brand based billboard advertisements:

- . Logo
- . Verbiage
- . Dates you would like
- . Date ending

Sample: Listing billboard advertisement



Brand
Billboard

Listing
Billboard



Not actual size or layout. This is a sample for review only.

Therefore for as little as \$250 for space on the billboard you get highly visible advertising!

Contact

CBIA Marketing: Krystal Adams
250-216-4239 or kadams@visitchemainus.ca

Web/social media program introduction

This program has been developed to help gain online visibility with you in mind. As our website drives a large amount of traffic, and our Facebook page includes over 1,390 with Facebook ads reaching over 18,000 viewers in a single week. As a member of this program you are not committed to anything past the term you decide to advertise for.

How is this possible?

The CBIA owns the website visitChemainus.ca which has an intelligent advertisement drive allowing you to publish an online advertisement for any number of days on the whole site or on specific pages. Through Facebook we would make a number of organic looking posts generated to direct traffic to your business.

Leveraging our viewers and members allows your business a large amount of exposure for a very minute fee.

How does it work?

At any point we allow you to select dates you would like to advertise either online, through Facebook, or both.

Is there a profit to the CBIA?

None. The CBIA uses any funds generated to pay for online campaigns directed to further our reach, generating more traffic to our website and additional likes to our Facebook page thus giving your advertisement additional views.

Can two business participate at once?

Yes. Any number of business can participate at one time. However, we cannot have two ads on the same page on the website. Our Facebook page can however accommodate multiple sponsored ads.

*We require 2 business days notice before a post/ad can be placed.

What is the cost?

Please find a list of a variety of options for both the website along with Facebook. CBIA will approve all time intervals to make sure this vehicle is not monopolized by only a few members' advertisements.

Website

Advertisement & enhanced listing:

- . Duration: 1 week
- . Size: 111 pixels X 298 pixels
 - Includes custom landing page or a redirect to a link of your choosing
- . Ad material: to be created by CBIA
- . Content for ad/page: to be provided
- . Enhanced Listing: in category & top listing
- . Placement & cost:*
 - Site wide (every page) =\$120
 - Front page only =\$55
 - Main navigation page only =\$25 ea
 - Sub-navigation page only = \$15 ea

Facebook

Timeline sponsored post:

- . Duration: stays on newsfeed indefinitely
- . Imagery: to be created by CBIA
- . Content for ad: to be provided
- . Link: your page or website
- . Placement & cost: \$15 ea
- + Add newsfeed advertisement: \$5 - \$15 ea

Timeline sponsored post package:

- . Posts: 5 different posts over 2 weeks
- . Duration: stays on newsfeed indefinitely
- . Imagery: to be created by CBIA
- . Content for ad: to be supplied
- . Link: your page or website
- . Placement & cost: \$55
- + Add newsfeed advertisement: \$5 - \$15 ea

*Website Bonus Discounts based on multiple page purchase:

Select three or more pages at regular cost for the duration of one campaign (same timeframe & advertisement material) and receive 25% off, five or more pages receive 35% off, ten plus receive 45% off regular price. This will be allotted on a case by case basis by the CBIA who has the right to discontinue or alter this program as required.

Sample: Website Advertisement

Advertisement

SAND PIPER GARDENS GLASS

SALE: Outdoor Soil 50% OFF!
Spring is around the corner, get ready for vegetable growing season!
Stock up now while supplies last!

[MORE INFO](#)



Advertisement Placement:
Home page and throughout



Enhanced Listing



Sample: Facebook Advertisement

Timeline Sponsored Post
Appears on timeline and newsfeed of those who like CBIA page

Tourism Chemainus

Did you know: Beyond The Usual is carrying Rocks & Roots Apparel. These are beautifully crafted hand made Chemainus artisan products! Beyond The Usual also carry child friendly shoes as small as size 2 for infants.

Newsfeed Advertisement
appears on newsfeed of targeted viewers outside of CBIA page like audience



Post Placement:
CBIA timeline and timeline of viewers who like CBIA

Therefore for \$15 your website advertisement allows you to advantage of our viewer base!

Sponsorship program introduction

Throughout the year, we will become increasingly visible in the Vancouver Island market, leveraging both large and small events. This co-op opportunity will allow for businesses of all sizes to become a sponsor of some of our more notable events. Show off your logo, have a booth down in the action, or simply be in all of the marketing material. As each event will be different, allowing for different sponsorship levels to be used, the following is a typical guideline of what is available.

How does it work?

Multiple businesses will become sponsors creating a pool of additional funds to further the reach of the event in the media, as well as to pay for additional event hosting costs.

I already pay the CBIA, why pay more?

The CBIA is responsible for marketing, therefore the budget allows for advertisements and other ways to bring people to Chemainus from a media perspective. Therefore, the CBIA budget is not responsible for additional events that take time and cost money to

organize. That being said, these wonderful events generate a lot of buzz and bring a large amount of people in, so the CBIA will spend a percentage of its budget on advertising while we need help with additional costs outside of the budget.

Why should I participate?

The CBIA can make an event great, but by becoming a sponsor, you can make it even better. If we can draw in a small crowd to a small event on our marketing funds alone, imagine what sponsors could do if they participated! With events, our imagination is endless, bringing vast benefits to the community as a whole.

Is it really worth it?

Yes. CBIA's overall goal is to bring people into the town so that they can rediscover how wonderful Chemainus is. The more events that make them come to the town, the more opportunity we have to impress them. This means they are here more often throughout the year and not just for these events, they are spending frequently in your business just to enjoy the town.

Sponsorship levels

| BENEFITS | DETAILS | PLATNUM | GOLD | SILVER | BRONZE | PARTNER | SOLE* |
|------------------------------|----------------------------------|----------|---------|--------|--------|---------|-------|
| Exclusive Sponsorship | one individual company | | | | | | |
| Speaking/Presentation | ability if available | ✓ | | | | | |
| Verbal Recognition | of contribution at event | ✓ | | | | | |
| Company Advertisement | on newsletter | ✓ | | | | | |
| Social Media | 3 company posts leading to event | ✓ | | | | | |
| Logo + profile | on all event marketing materials | ✓ | ✓ | | | | ✓ |
| Digital Advertisement | on website | ✓ | ✓ | | | | ✓ |
| On-site representation | banner/signage supplied to CBIA | ✓ | ✓ | | | | ✓ |
| On-site booth | eligible for merchandise sales | ✓ | ✓ | ✓ | | | ✓ |
| Logo | on all event marketing materials | ✓ | ✓ | ✓ | | | ✓ |
| Logo/Name Representation | on website only | ✓ | ✓ | ✓ | ✓ | | ✓ |
| General Social Media Mention | 1 mention leading to event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| VIP Tour/events/reception | if applicable | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Event Tickets | if applicable | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | \$2,500+ | \$1,000 | \$500 | \$200 | \$75 | TBD |

* Sole ticket, media or broadcast sponsor assume all production costs with exclusive company/logo listing/mention - see additional benefits above.

Therefore you can become an event sponsor for only \$75, giving you added exposure!