



CENTRAL COUNTIES

Executive Director Update –October 2016

Good Day,

This year, Central Counties tried something different for the summer campaigns. We offered subsidized advertising in our Summer Road Trip Magazine and the Festivals and Events Guide. It was wildly successful with all of the spaces selling out within an hour. The money we were able to leverage allowed us to develop a similar magazine for winter and there will be opportunities to advertise in it as well.

We recognize that many of our operators are ready to draw from a larger audience but may not yet have the resources to do so. With the holiday season just around the corner, Central Counties has decided to build on the success of the summer inserts by partnering with interested operators to do a holiday insert in the Globe and Mail.

The goal is to create a Central Counties Tourism co-op advertising spread. I think we can get to at least two full pages and hopefully four to tell everybody about all of the great things to see, do and buy over the holiday season.

Central Counties will be picking up half of the insertion cost, which will make placing an ad affordable. Distribution is 90,000 throughout the GTA and with all of our ads being put together, create a compelling reason for people to come and visit our amazing towns, shops, restaurants and attractions.

More information will be coming soon, but if you are interested in being part of this great opportunity, please let me know. As always, I can be reached at cthibeault@centralcounties.ca.

Have a great day!

Chuck