



THOMPSON
OKANAGAN



Black Press

Interior Cascades Route 97 Touring Program

Cooperative Marketing
Opportunities Route97.net

Communities



Digital Only \$499 plus GST Book Now!

As a marketing partner your community will have **your own dedicated web page on Route 97.net** (see graphic 1 next page). Access points to your web page (and ultimately your website) include ad tiles strategically located on the road trip pages, links through the social media hub, business directory and name search. Update your own content!

Digital and Print Bundle:

1/2 page \$2,325 + GST or Full page \$4,250 + GST

The print bundle **includes the digital program** (see above) plus a display ad with 50,000* copies in print. The 2018 Route 97 Map Guide will be distributed throughout North Central Washington and Thompson Okanagan region Visitor Centres, plus select locations in BC.

Print/Digital Bundle ad rates

1/2 page horizontal ad \$2,325 + GST

Full page \$4,250 + GST

Premium cover positions subject to availability \$4,500 + GST

* subject to sales



Route97.net #Route97

ROUTE 97

website, map guide, social +
digital advertising campaigns

Contact: Sommer O'Shaughnessy T: 250.979.7322 Email: sommer.oshaughnessy@kelownacapnews.com

Community web page accessible through the Road Trip section and Directory

1



Route 97 Touring Program

Route 97 targets the touring and exploring markets in BC, AB and WA; Fly-drive markets Ontario and California; EQ Explorer Types Authentic Experiencers and Cultural Explorers, secondary markets Free Spirits. Detailed targets for BC, AB, and WA markets utilize the Environics Analytics research exclusive to TOTA.

While the promotional component focuses on creating awareness of the Route97.net website as the key resource for trip planning and information while touring through the region, other elements support the Route 97 initiative including ongoing Pay Per Click (PPC) campaign, seasonal content with video, social content and advertising, contests, consumer shows, BLOG, billboards and map poster.

This program is in partnership with the North Central Washington Economic Development District (NCWEDD).

For more information on the [program](#) and [links to advertiser samples](#) visit our website (<http://totabc.org>)

Contact

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2

Community ad tile placed in the Road Trip section



Print package

