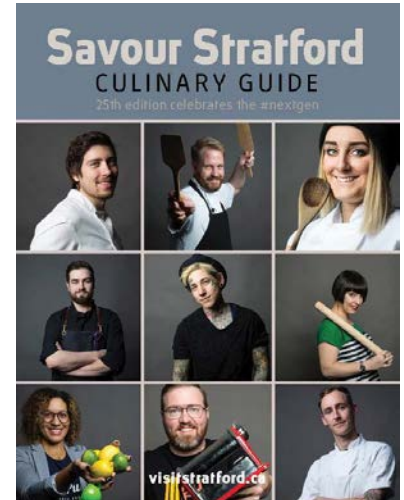




## 2020 SAVOUR STRATFORD CULINARY GUIDE

The Savour Stratford Culinary Guide highlights the unique restaurants, food shops and local producers in Stratford and the surroundings areas. Join over 40 businesses and differentiate yourself in this *Go-To* guide for everything culinary in Stratford and Perth County.

- 40,000 printed in full colour
- Targeted distribution in key areas including, but not limited to: Ontario Travel Centres, Visitor Information Centres, Local Accommodators, Attractions, Special Events, Conference/Group Packages, Media & More!
- Available year-round in print and online
- [Click HERE to view the 2019 Edition](#)



## 2020 AD RATES – STA Partners AND Non-Partners

| PREMIUM POSITIONING                     | COST (+HST)                 | NON-PARTNERS                | DIMENSIONS  |
|---|-----------------------------|-----------------------------|---|
| Back Cover                              | \$3000                      | \$3,400                     | 8.375" x 10.75" (includes bleed)  |
| Inside Front & Back Covers              | \$1800/page                 | \$2,200                     | 5.625" x 9.75"  |
| Double Page Spread                      | \$1500                      | \$1,900                     | 14" x 9.75" Fold is at 7.85 from left white space border; sidebar on far right. |
| SIZE                                    | COST (+HST)                 | COST (+HST)                 | DIMENSIONS  |
| Full Page Ad                            | \$850                       | \$1,250                     | 5.625" x 9.75"  |
| Half Page Ad                            | \$675                       | \$1,075                     | 5.625" x 4.75"  |
| Food & Beverage Producer; food purveyor | \$250                       | \$ 650                      | Photo, logo, 75-word description  |
| DUE DATES                               |                             |                             |   |
| <b>November 22, 2019</b>                | <b>Confirm ad placement</b> | <b>Confirm ad placement</b> | <b>50% Balance due with form</b>  |
| January 15, 2020                        | Artwork due                 | Artwork due                 |   |
| February 2020                           | Ad approval                 | Ad approval                 | <b>Remaining balance due</b>  |

We support Adobe Acrobat FDF X1A  
 All images must be in CMYK, 300 dpi  
 All colours built as CMYK Process Colour, please convert Pantone  
 Embed all fonts and flatten all transparencies  
 Rules should be .25 point or thicker  
 Do not nest EPS files in other EPS files

**Return completed form to:**  
 Shannon Davies  
 47 Downie Street, Stratford  
 519-271-5140  
[sdavies@visitstratford.ca](mailto:sdavies@visitstratford.ca)



**BUSINESS PROFILE & SIDE BAR INFORMATION (fillable form)**

\*As you would like it to appear in the 2020 guide  Same as 2019

|                |                 |
|----------------|-----------------|
| Business Name: | Street Address: |
| City:          | Postal Code:    |
| Phone:         | Toll Free:      |
| Website:       | Facebook:       |
| Twitter:       | Instagram:      |

**PRICES:** Average price per entrée, per person. **Circle one.**

|                     |                   |
|---------------------|-------------------|
| \$= under \$12      | \$\$=\$12 to \$20 |
| \$\$\$=\$20 to \$35 | \$\$\$\$= \$35+   |

**DAILY HOURS**

|         |
|---------|
| SPRING: |
| SUMMER: |
| FALL:   |
| WINTER: |

**PICTORIAL IDENTIFIERS:** Please mark those you wish to be included in the side bar

**TEXTUAL IDENTIFIERS:** Please mark those you wish to be included in the side (*continued on next page*)

|  |
|--|
| <input type="checkbox"/> Groups Welcome<br><input type="checkbox"/> Free WiFi<br><input type="checkbox"/> Corporate Functions<br><input type="checkbox"/> Cooking Classes<br><input type="checkbox"/> After Theatre<br><input type="checkbox"/> Breakfast<br><input type="checkbox"/> Other: |
|--|



- Reservations
- Take-Out
- Licensed
- Outdoor Patio
- Lodging on Property
- Handicap Accessible - This identifier tells potential customers that if they are in a wheel chair they will be able to enter your restaurant and use your restrooms without assistance.
- Corkage Fee \$ \_\_\_\_ If you welcome diners with their own wine, note the corkage fee and any guidelines or restrictions for use.
- Vegetarian Options - This identifier tells potential customers that you offer **at least 2 vegetarian items per course.**
- Gluten-free Options - This identifier tells potential customers that you offer **at least 2 items per course that are gluten-free beyond salad.**
- Vegan Options – This identifier indicates that you offer **at least 2 vegan items per course.**

**AD SIZES:** Select your size (subject to HST)

- Back cover - \$3000 (+HST \$390) [Non-partner - \$3,400 + HST \$442]
- Inside Front Cover(s)- \$1800/page (+HST \$234) [Non-partner - \$2,200 +HST \$286]
- Double Page Ad - \$1500 (+HST \$195) [Non-partner - \$1,900 +HST \$247]
- Full Page Ad - \$850 (+ HST \$110.50) [Non-partner - \$1,250 + HST \$162.50]
- Half Page Ad - \$675 (+HST \$87.75) [Non-partner - \$1,075 + HST \$139.75]
- Food & Beverage Producers; Food Purveyors –\$250 (+HST \$32.50) [Non-partner - \$650 +HST \$84.50]

**Complete contract. Return by mail, e-mail or in person by November 22, 2019**

*To reserve your placement in the 2020 Culinary Guide, you must include a credit card number or a cheque to Stratford Tourism Alliance for 50% of the balance (due upon securing your ad space). The remaining 50% will be due once the advertiser approves the printed draft. Monthly payment plans are available upon request. Signing this contract constitutes a legal financial agreement between Stratford Tourism Alliance and the advertiser. The STA reserves the right to refuse any advertiser.*

|                           |              |
|---------------------------|--------------|
| Advertisers Signature:    | Date:        |
| Advertisers Printed Name: | Phone:       |
| Credit Card Number:       | Expiry Date: |