

# OUTAOUAIS

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VISIBILITY PLAN – INFOTOURIST AND MAILING

September 11, 2018

# QUEBEC'S INFOTOURIST CENTRES

Ensure your presence in Quebec's infotourist centres

## OFFERED VISIBILITY

- RENT ONE OR SEVERAL SHELF SPACES IN QUEBEC'S INFOTOURIST CENTRES NETWORK TO DISPLAY YOUR FLYERS AND GET KNOWN THROUGHOUT THE PROVINCE.
- **FROM NOVEMBER 1 2018 TO MARCH 31 2019**

## QUEBEC'S INFOTOURIST CENTRES

- CENTRE INFOTOURISTE DE MONTRÉAL
- CENTRE INFOTOURISTE DE QUÉBEC
- CENTRE INFOTOURISTE DE RIVIÈRE-BEAUDETTE
- CENTRE INFOTOURISTE DE RIGAUD
- CENTRE INFOTOURISTE DE DÉGELIS

## TARGETED AUDIENCE

- A CURIOUS AUDIENCE THAT WANTS TO KNOW MORE ABOUT THE DIFFERENT DESTINATIONS THROUGHOUT QUEBEC.

# PRICE LIST

CHECK DESIRED BOX

	MEMBER RATE (WITHOUT DISTRIBUTION)		MEMBER RATE (WITH DISTRIBUTION)*	
<b>WINTER</b>				
Montréal	\$ 256	( )	\$ 333	( )
Québec	\$ 196	( )	\$ 255	( )
Riv.-Beaudette	\$ 95	( )	\$ 124	( )
Rigaud	\$ 70	( )	\$ 91	( )
Dégelis	\$ 45	( )	\$ 59	( )
Montréal and Québec	\$ 406	( )	\$ 528	( )
5 Infotourist centres	\$ 590	( )	\$ 767	( )

**PURCHASE OF DISPLAY SPACE IN INFORTOURIST CENTRES FOR NON-MEMBERS..... Membre rate + 25%**

**Infotourist Centres are opened year-round:**

- **Summer : April 1 to October 31 2018 | Winter : November 1 2018 to March 31 2019**

**Maximum number of copies for first mailing of winter: 500 flyers for Montréal and Québec and 300 for others.\*\***

\*Tourism Outaouais will send the member's flyers to the Infotourist Centres.

\*\*Do not send an additionnal quantity of flyers without being asked to by Tourism Outaouais. The Ministère du Tourisme does a regular inventory that it sends to Regional Tourism Associations. Tourisme Outaouais will let you know if additionnal quantities are needed.

# ARRANGEMENTS – QUEBEC'S INFOTOURIST CENTRES

- AN INVOICE PAYABLE TO TOURISME OUTAOUAIS WILL BE SENT TO YOU BY MAIL. THE RATES LISTED ON THE PREVIOUS PAGE DO NOT INCLUDE TAXES.
- THE MAXIMUM DIMENSION OF A DISPLAY SPACE IS **14CM WIDE BY 28CM HIGH**. SHOULD YOUR FLYER BE BIGGER, YOU WILL NEED TO RESERVE MORE THAN ONE SPACE.
- THE SUBSCRIBER IS RESPONSABLE FOR PAYING ALL SHIPPING FEES PERTAINING TO THE MAILING OF THEIR FLYERS AND TO RECOVER ANY REMAINING QUANTITIES AT THE END OF THE SEASON. (DOES NOT APPLY IF TOURISM OUTAOUAIS MANAGES THE DISTRIBUTION FOR YOU).
- IF ADDITIONNAL QUANTITIES ARE REQUIRED, TOURISM OUTAOUAIS WILL PLACE THE ORDER TO THE SUBSCRIBERS, WHO WILL IN TURN BE RESPONSIBLE FOR SENDING THEM TO THE INFOTOURIST CENTRES. (DOES NOT APPLY IF TOURISM OUTAOUAIS MANAGES THE DISTRIBUTION FOR YOU).

# INFORMATION KITS SENT BY MAIL

## Insert your flyer in information kits

### OFFERED VISIBILITY

- INSERTION OF YOUR FLYER IN OUR INFORMATION MAILINGS
- AROUND 2,000 INFORMATION KITS ARE SENT EVERY YEAR TO PEOPLE REQUESTING THEM.

### TARGETED AUDIENCES

- THESE KITS ARE SENT TO PEOPLE PLANNING THEIR STAY IN THE OUTAOUAIS AND WHO SPECIFICALLY REQUESTED THEM.

### TARGET MARKETS

- IN QUEBEC, IN OTHER CANADIAN PROVINCES, THE USA AND ELSEWHERE IN THE WORLD.

# PRICE LIST

## 2018

The price list for the insertion of your flyer is established according to its weight (price based on the average cost per gram depending on the destination).

POSTAL ZONE	AVERAGE COST PER GRAM*
Canada	\$0,03
USA	\$0,05
International	\$0,09

\*Federal and provincial taxes, as well as a 15% handling fee, are not included.

### Exemple :

**For a 11g flyer sent to Canada, you will pay \$0.38.  
Sending it yourself would cost you \$1, minimum.**

# PRICE LIST

## 2018

CHECK DESIRED BOX

3 MONTHS : _____, _____, AND _____	( )
FROM OCTOBER TO MARCH (fall / winter)	( )

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# ARRANGEMENTS – INFORMATION KITS SENT BY MAIL

- YOU MUST SUPPLY SUFFICIENT FLYERS TO COVER THE DEMAND FOR THE DESIRED PERIOD.
- YOU MUST SUPPLY A BILINGUAL FLYER OR A FRENCH VERSION AS WELL AS AN ENGLISH VERSION.
- AN INVOICE WILL BE SENT EVERY THREE MONTHS ACCORDING TO THE QUANTITIES SENT DURING THAT PERIOD. YOU WILL THEREFORE BE INVOICED AFTER THE FIRST THREE MONTHS OF YOUR CONTRACT, DEPENDING ON THE QUANTITIES SENT. INVOICE IS PAYABLE UPON RECEPTION, AND INTEREST FEES OF 2% WILL APPLY FOR EVERY MONTH WITHOUT PAYMENT.
- TOURISM OUTAOUAIS RESERVES THE RIGHT TO REVIEW THE PRICE LIST ACCORDING TO ANY CHANGE CANADA POST COULD DO TO ITS RATES.
- PRICES INCLUDE, SHIPPING AND HANDLING, THE ENVELOPPE, LABEL AND POST FEES.



# CONTRACT

<b>BUSINESS NAME</b>	
<b>BUSINESS REPRESENTATIVE</b>	
<b>NAME OF FLYER</b>	
<b>E-MAIL</b>	
<b>TELEPHONE</b>	
<b>SIGNATURE</b>	
<b>DATE</b>	

Please do not wait to send us your duly completed and signed **(pages 3, 7 and 9)** by e-mail at [mvazquez@tourisme-outaouais.ca](mailto:mvazquez@tourisme-outaouais.ca) or by fax at 819 778-7758.

For more informations about this distribution network, contact **Melisa Vazquez**, Manager, Tourist Office advisor, at **819 778-2530 ext. 202**.

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