

# COOPERATIVE ADVERTISING & MARKETING OPPORTUNITIES

NORTHWEST TERRITORIES TOURISM 2019-20

Updated May 2019

SPECTACULAR  
NORTHWEST  
TERRITORIES

[SPECTACULARNWT.COM](http://SPECTACULARNWT.COM)

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# BEST PRACTICES FOR COOPERATIVE ADVERTISING

The Cooperative Advertising options have been selected with you, the member, in mind. We want to make it easy for you to book and ensure your product has maximum reach and offer the following best practices:



1 All creative will be developed by Outcrop, our agency, with Spectacular NWT as the lead brand. This is designed to give you a strong presence that is aligned with Spectacular NWT Branding.

2 Pay close attention to what is needed to be provided for the Cooperative program you are buying into to prevent delays.

3 Fresh photos are welcome! If you have recent, high resolution and engaging photos that you want to be considered for use in your advertisement (where appropriate) please send them along.

4 Better Together! Use these opportunities to enhance your own marketing efforts.

5 Be sure to book your cooperative ad spot with Robin Willaims at Northwest Territories Tourism. Robin can be reached at: [robin@spectacularnwt.com](mailto:robin@spectacularnwt.com)

# OPPORTUNITY A:

## SOCIAL MEDIA

### FACEBOOK:

Get your message out to the 73,000 NWTT Facebook followers with custom designed content on a proven advertising platform. With up to 20,000 impressions per post your business will get the exposure you're looking for. Social ads include boosting posts to reach target audiences both by demographic and geographic metrics. NWT Tourism will provide follow-up reporting with results and performance indicators.

### INSTAGRAM:

Target a younger demographic on an emerging platform with Instagram, where a picture tells the story of 1000 words. Engage with our 16K, users and increase your presence on a leading social platform. Social ads include boosting posts to reach target audiences both by demographic and geographic metrics. NWT Tourism will provide follow-up reporting with results and performance indicators.

### RATES:

MEDIUM	COST PER POST	
<b>Facebook</b>	\$175 (weekly)	Buy 4 and receive the 5th week FREE
<b>Instagram</b>	\$100 (weekly)	Buy 4 and receive the 5th week FREE

**DEADLINE:** Ongoing

**OPEN TO:** All members

**AVAILABILITY:** One available spot per week per Platform

### CREATIVE REQUIREMENTS:

Our social team will create the posts for you or you can provide the content. If you're providing the content, NWTT reserves the right to review and edit to fit the branding of our social pages, however the core content will stay consistent with your vision.



# OPPORTUNITY B:

## WEBSITE FEATURE PACKAGES

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If you want premier visibility for your package offerings this opportunity is right for you. Leverage the reach of NWT Tourism's website with front and centre placement on our homepage. Expose your Feature Package to a wider audience. Featured packages offer two primary benefits: inclusion in the Featured Packages section of the homepage, as well as top placement in the package's directory.

### RATES:

	TARGET COST
<b>Monthly placement</b> (3 opportunities per month)	\$250

**DEADLINE:** Open

**AVAILABILITY:** 3 packages per member per fiscal year

**OPEN TO:** All members

### CREATIVE REQUIREMENTS:

To prepare a feature package, advertisers must complete a package form that we will provide. When a viewer clicks on your featured package, it will open to a separate page with text and photos showing the details of the package and link to your website.

# OPPORTUNITY C:

## STORIES

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NWT Tourism's SpectacularNWT.com website is built around the concept of "stories" - stories about the Northwest Territories in general, stories about specific experiences, stories about geographic locations, and stories about Northwest Territories tourists, tourism operators and residents. If you would like to feature a story about your specific lodge, hotel, operation or other product, you can purchase a "sponsored story" and let NWT Tourism do the rest.

### RATES:

	TARGET COST
<b>Story placement</b> (3 opportunities per 3 month cycle)	\$700

**DEADLINE:** Open

**AVAILABILITY:** No more than 3 available per 3 month cycle

**OPEN TO:** All members

### CREATIVE REQUIREMENTS:

To prepare a sponsored story, advertisers must provide the text (approximately 300 to 700 words) and up to 6 photos. To ensure that your story matches the style and approach of the website, our agency staff may edit the text and photos provided. The agency will also format the story and upload it to the site as part of the cost.

# OPPORTUNITY D:

## DIGITAL SEARCH ADS

While the ads don't look fancy or have big stunning photos, this buy is for the serious marketer who wants precision targeting to the consumer who is already very interested in your type of service. This opportunity will be of particular interest to fishing and paddling operators where we can serve up a link to your Operator Profile when people are searching relevant terms.

### RATES:

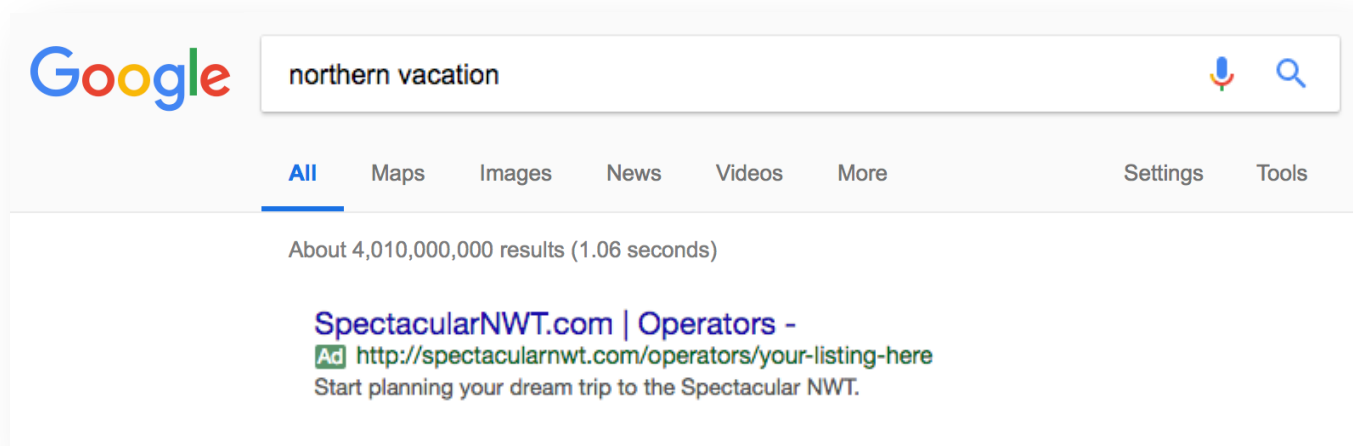
	TARGET COST
Digital Search Ad placement (3 opportunities per 3 month cycle)	\$1000

**DEADLINE:** Open

**AVAILABILITY:** Only 3 opportunities per 3 month cycle

**OPEN TO:** All members

**CREATIVE REQUIREMENTS:** n/a



# OPPORTUNITY E:

## FLAT SHEETS

We produce general flat sheets but are offering up the opportunity for you to have your own created by our agency and distributed at consumer shows where NWTT has a presence. Your flat sheet will include professionally designed story and package offerings and be supplied to you in a PDF version for your own use.

Your buy-in includes the creation of your flat sheet and representation on a shared flat sheet for NWTT staff to distribute at consumer shows.

**RATES:**

FLAT SHEET CREATION	TARGET COST
<b>Design of flat sheet</b> which includes photos supplied by you, story and packages and offerings	\$750

**DEADLINE:** Open all year

**AVAILABILITY:** 10 opportunities available, additional 5 sheets for sale throughout the year

**OPEN TO:** All operators, communities and regions

**CREATIVE REQUIREMENTS:**

Our content experts at Outcrop will write the feature flatsheet for you but will need your suggestions, plus high resolution photos. You will need to have packages that can be promoted.





# OPPORTUNITY F:

## TRIP ADVISOR

Extend the reach of your package offering and advertise on NWT Tourism’s Trip Advisor page. Feature an experience or package on the world’s largest travel review and research site.

**RATES:**

SPECS	TARGET COST
Monthly/Quarterly placement	
Feature Packages (mirror Opportunity B)	

**DEADLINE:** Open throughout year

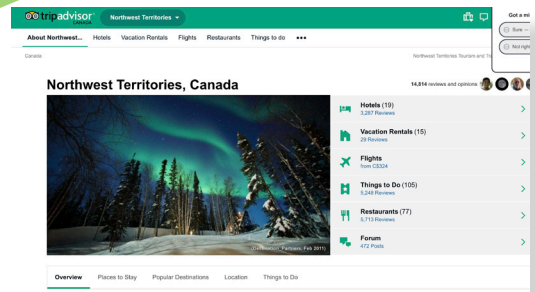
**AVAILABILITY:** Up to 3 opportunities per cycle

**OPEN TO:** All members

**CREATIVE REQUIREMENTS:**

There are various requirements for each of these buy-ins. Once a booking is confirmed, Outcrop will contact you with the requirements.

**NEW OPPORTUNITIES  
COMING SOON**



# OPPORTUNITY G:

## GLOBE AND MAIL

These stories will weave your voice into the story with a combination of traveller testimonials, expert viewpoints and engaging third parties that will enrich the story. All content will be created and managed by the Globe and Mail Content Studio with ongoing input and approvals from NWTT.

**RATES:**

TEXT & PHOTO ARTICLES	SPEC	MEMBER COST	NON-MEM. COST
<b>One Advertorial with Digital Drivers</b>	500 – 700 words, 4 – 6 Images (visible for 1 month)		

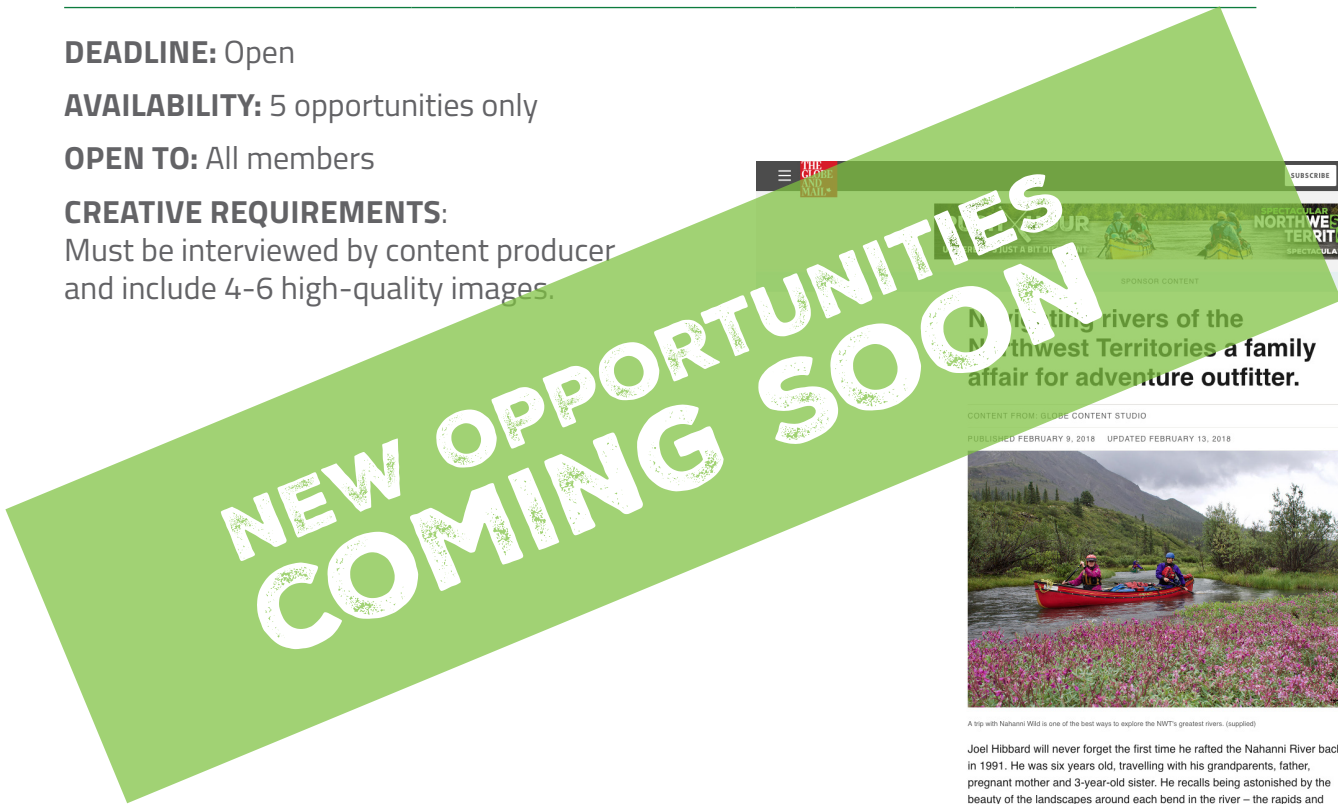
**DEADLINE:** Open

**AVAILABILITY:** 5 opportunities only

**OPEN TO:** All members

**CREATIVE REQUIREMENTS:**

Must be interviewed by content producer and include 4-6 high-quality images.



# OPPORTUNITY H:

## CONSUMER SHOWS

Northwest Territories Tourism has a responsibility to you, our members and stakeholders, to ensure that any marketing campaigns or sales tools we use to promote the NWT and our operators provide a solid return on investment. For this reason, we will always ensure that the cooperative consumer show program line-up remains fluid, and we are ready to attend new shows and markets to best serve our members.

CONSUMER SHOW	DATES	
Toronto Outdoor Adventure Show	February 21-23, 2020	9 booths available 5 Speaking spots available
Vancouver Outdoor Adventure Show	February 29-March 1, 2020	3 booths available 3 Speaking spots available
Toronto Sportsmen's Show	March 18-22, 2020	5 booths available 5 Speaking spots available
Montreal Outdoor Adventure Show	April 4-5, 2020	3 booths available 3 Speaking spots available
Calgary Outdoor Adventure Show	March 21-22, 2020	8 booths available 3 Speaking spots available

## TORONTO OUTDOOR ADVENTURE SHOW

**DEADLINE:** December 1st, 2019

**LIMITS:** 9 booths available

**OPEN TO:**

Members who sell tourism experiences. Members who participated in the 2019 consumer show program will have first right of refusal, Members in good standing, market ready operators

**REQUIREMENTS:**

25% non-refundable deposit at time of booking. Meals, transportation, accommodation, and marketing collateral are the responsibility of the operator. Any excess booth furnishings are responsibility of the operator. All booths must be paid in full by January 1, 2020 or they will be forfeited. No refunds will be given to operators who fail to attend the show.

## VANCOUVER OUTDOOR ADVENTURE SHOW

**DEADLINE:** December 1st, 2019

**LIMITS:** 3 booths available

**OPEN TO:**

Members who sell tourism experiences. Members who participated in the 2019 consumer show program will have first right of refusal, Members in good standing, market ready operators.

**REQUIREMENTS:**

25% non-refundable deposit at time of booking. Meals, transportation, accommodation, and marketing collateral are all responsibility of the operator. Any excess booth furnishings are responsibility of the operator. All booths must be paid in full by January 1, 2020 or they will be forfeited. No refunds will be given to operators who fail to attend the show.

## TORONTO SPORTSMEN'S SHOW

**DEADLINE:** December 1st, 2019

**LIMITS:** 5 booths available

**OPEN TO:** Members who sell tourism experiences. Members who participated in the 2019 consumer show program will have first right of refusal, Members in good standing, market ready operators

**REQUIREMENTS:** 25% non-refundable deposit at time of booking. Meals, transportation, accommodation, and marketing collateral are all responsibility of the operator. Any excess booth furnishings are responsibility of the operator. All booths must be paid in full by January 1, 2020 or they will be forfeited. No refunds will be given to operators who fail to attend the show.

## MONTREAL OUTDOOR ADVENTURE SHOW

**DEADLINE:** December 1st, 2019

**LIMITS:** 3 booths available

**OPEN TO:** Members who sell tourism experiences. Members who participated in the 2019 consumer show program will have first right of refusal, Members in good standing, market ready operators.

**REQUIREMENTS:** 25% non-refundable deposit at time of booking. Meals, transportation, accommodation, and marketing collateral are all responsibility of the operator. Any excess booth furnishings are responsibility of the operator. All booths must be paid in full by January 1, 2020 or they will be forfeited. No refunds will be given to operators who fail attend the show.

# CALGARY OUTDOOR ADVENTURE SHOW

**DEADLINE:** December 1st, 2019

**LIMITS:** 8 booths available

**OPEN TO:**

Members who sell tourism experiences. Members who participated in the 2019 consumer show program will have first right of refusal, Members in good standing, market ready operators

**REQUIREMENTS:**

25% non-refundable deposit at time of booking. Meals, transportation, accommodation, and marketing collateral are the responsibility of the operator. Any excess booth furnishings are responsibility of the operator. All booths must be paid in full by January 1, 2020 or they will be forfeited. No refunds will be given to operators who fail attend to the show.

# OPPORTUNITY 1:

## CHINESE SOCIAL MEDIA

### WEIBO:

Get your message out via NWTT's 50k + Chinese social media followers with custom content built and targeted at your audience. All social ads include boosting to reach our target audience according to keywords and demographic data, and metrics reports provided after completion.

### RATES:

	TARGET COST
<b>Weekly opportunity</b> (52 available)	\$400

**DEADLINE:** Open all year

**AVAILABILITY:** 1 per week

**OPEN TO:** All members and non-members.



# OPPORTUNITY J:

## T&T ASIAN GROCERY STORE CHECKOUT ADS

Grocery store ads are a popular way to get your messaging in front of Canadian Chinese based in urban centres. With a total of twenty-two stores in Greater Vancouver, Calgary, Edmonton and Greater Toronto, T&T is now Canada’s largest Asian supermarket, reaching up to 58% of Chinese speaking adults nationally. With millions of shoppers visiting T&T Asian grocery stores weekly, they are a captive audience at the checkout for an average of 3 to 6 minutes.

**RATES:**

	TARGET COST
<b>One month placement</b> One advertiser per location, per quarter	\$500

**DEADLINE:** Art work to be submitted at least a minimum of one month before placement.

**AVAILABILITY:** One member per quarter, per location

**OPEN TO:** All members.

**CREATIVE REQUIREMENTS:** To prepare an Ad Cap design, the advertisers must provide at least 4 product information pieces in bullet point form and up to 4 high resolution photos. Flow Creative will add in Chinese translations if required.





# SUMMARY OF OPPORTUNITIES

OPPORTUNITY	MEM COST	DURATION	DEADLINE
<b>Opportunity A: Social Media</b>			
Facebook	\$175	All year	Open
Instagram	\$100	All year	Open
<b>Opportunity B: Website Feature Packages</b>			
Feature Packages	\$250	3 months	Open
<b>Opportunity C: Stories</b>			
	\$700	3 months	Open
<b>Opportunity D: Digital Search Ads</b>			
	\$1000	3 months	Open
<b>Opportunity E: Flat Sheets</b>			
	\$750	n/a	Open
<b>Opportunity F: Trip Advisor</b>			
Monthly Quarterly Placement			<b>COMING SOON</b>
Feature Packages			
<b>Opportunity G: Globe and Mail</b>			
Advertorial with Digital Drivers			<b>COMING SOON</b>

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**Opportunity H: Consumer Shows**

Toronto Outdoor Adventure Show	\$1550		Dec. 1 2019
Vancouver Outdoor Adventure Show	\$1550		Dec. 1 2019
Toronto Sportsmen Show	\$1450		Dec. 1 2019
Montreal Outdoor Adventure Show	\$1550		Dec. 1 2019
Calgary Outdoor Adventure Show	\$1550		Dec. 1 2019

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**Opportunity I: Chinese Social Media**

Weibo	\$400	Weekly	Open
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**Opportunity J: T & T Asian Grocery Store Checkout Ads**

One month placement.	\$500	Monthly	Open
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# ORDER FORM

## PLEASE FILL OUT IN FULL

Name of Company		Company Website
<input type="text"/>		<input type="text"/>
Contact		
<input type="text"/>		
Phone	Extension	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>
Mailing Address		
<input type="text"/>		
<input type="text"/>		Postal Code
<input type="text"/>		<input type="text"/>

Opportunities	Member
A: Social Media	<input type="checkbox"/>
B: Website Feature Packages	<input type="checkbox"/>
C: Stories	<input type="checkbox"/>
D: Digital Search Ads	<input type="checkbox"/>
E: Flat Sheets	<input type="checkbox"/>
F: Trip Advisor	<input type="checkbox"/>
G: Globe and Mail	<input type="checkbox"/>
H: Consumer Shows	<input type="checkbox"/>
I: Chinese Social Media	<input type="checkbox"/>
J: T&T Asian Grocery Store Checkout Ads	<input type="checkbox"/>

If there are multiple choices under the selected opportunity, please specify which one you would like:

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**Total:** \_\_\_\_\_ \$

**Payment Method**

Cheque  
 Credit Card

Name on Card

Card Number

Expiry YY | MM | DD |      Security Code

*Note: All ads must be paid for when purchased. All ads must be for activities / businesses located in or accessed through the NWT.*



*NWT Tourism reserves the right to edit all submitted content to maintain brand consistency and quality control.*

To purchase an ad or for additional information contact:  
 Robin Williams · robin@spectacularnwt.com

**SPECTACULARNWT.COM**