

THE OFFICIAL 2025 CHARLOTTETOWN TRAVEL GUIDE & WALKING MAP

This 90-page English guide serves as Charlottetown's lure piece for all off-island inquiries and is sent to households across North America to people who request the publication directly. The Official Charlottetown Travel Guide is also available for download online at DiscoverCharlottetown.com and distributed to key CAA offices, tour operators, the NFL Ferry, all Visitor Information Centres on PEI, businesses across the Island, and by Tourism PEI for Charlottetown specific inquiries. Total distribution is 45,000 copies.

The Discover Charlottetown Official Travel Guide is the official publication for Charlottetown and the ONLY Charlottetown-specific publication available both on and off-Island.

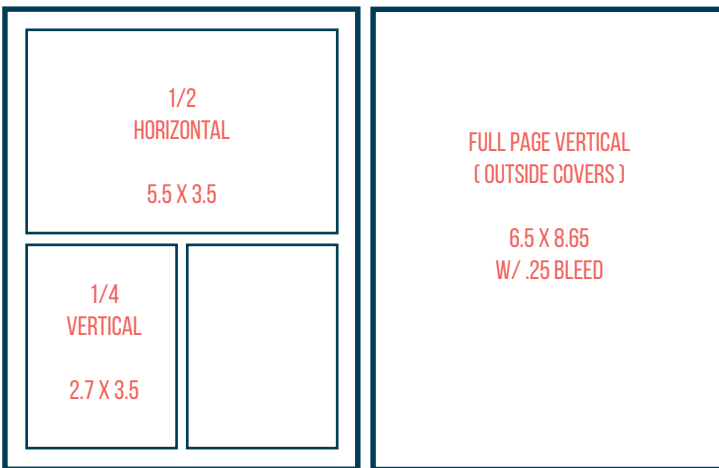
Deadline for EARLYBIRD booking is DEC 23th, 2024
Completed ads for EARLYBIRDS are due JAN 10th, 2025

Deadline for REGULAR booking is JAN 10th, 2025
Completed ads for REGULAR are due JAN 31st, 2025

NOTE: Bookings after Dec 20, 2024, and businesses that submit artwork after Jan 17, 2025, will be charged the regular price for their ad placement.

For more information or to book, please contact us at Info@DiscoverCharlottetown.com or call 902.629.1864

ADVERTISING SIZES Adhere to a minimum of .25" type safety from trims and .25" bleed on full page artwork.



AD RATES FOR PARTNERS

	REGULAR PRICE	EARLY BIRD PRICE
Outside Back Cover	\$3,800	\$3,600
Inside Front Cover	\$3,200	\$3,000
Inside Back Cover	\$3,200	\$3,000
Full Page	\$2,600	\$2,400
1/2 Page	\$1,700	\$1,500
1/4 Page	\$900	\$800

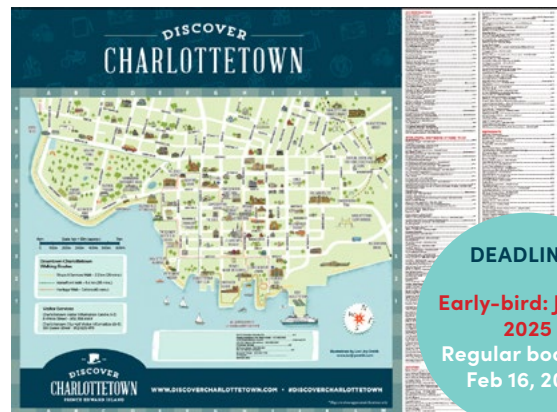
Prices don't include HST. Ads will be invoiced when booked and payable to Discover Charlottetown.



VISUAL.
ENGAGING.
INFORMATIVE.

THE WALKING MAP

Discover Charlottetown and the Port of Charlottetown have created ONE walking map for our visitors. We are printing 115,000 copies! Tear-off and folded options will both be available.



DEADLINES
Early-bird: Jan 31, 2025
Regular booking: Feb 16, 2025

**All artwork must be submitted by Feb 23, 2025*

Business Card Size (3.5 x 1.70 inches)

Option 1: Tear-off & folding (115,000 copies)

EARLY BIRD COST: \$1050
REGULAR COST: \$1095

Option 2: Tear-off ONLY (50,000 copies)

EARLY BIRD COST: \$750
REGULAR COST: \$795