



Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**In-Market Date**



How long are you looking to run your campaign for? \_\_\_\_\_

**Partner Budget**



Options available based on budget range:

\$1,000 **Monthly Listicle** - 12 Listicles Per Year - \$1,000 = Placement in 1 Monthly Listicle

\$5,000 **Curated Local Tips Content Guide** - 4 Guides Total To Choose From - \$5,000 = Placement in 1 Curated Guide

What Listicle or Seasonal Guide Would you Like to be in: \_\_\_\_\_

**Audience**

Target market:  
age, demographics, etc

**Campaign Objectives**

Sales, awareness, etc

**Feature**

What would you like to promote/highlight?

**Deal**

Are you able to provide an offer or discount?

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Note:** Schedules and efficiencies are based on available inventory in each market at the time of booking. Costs shown are gross and include media and creative/production fees GST not included. All creative will be produced in the style and format of the Tourism Calgary campaign. Any delays or deviations from the above, could result in a penalty of up to 20% of the total partner investment (up to \$500) and will affect the in-market dates of your campaign.



**Booking confirmations are required a minimum of 3-4 weeks\* before desired start date.**

**All partner assets are required a minimum of 2-3 weeks\* before desired start date.**

**Tourism Calgary Information Only**

**Asset Acquisition?**

- New assets on FTP
- Repurposing from last year

**Additional Comments?**

Destination URL: \_\_\_\_\_

Partner Page URL: \_\_\_\_\_