

WEBSITE ADVERTISING OPPORTUNITIES

tourismbarrie.com • meetinbarrie.ca • winterfun.ca • sportbarrie.ca • barriebybike.ca

As a Tourism Barrie partner, you get the exciting opportunity to leverage industry-leading online advertising opportunities that will elevate your brand awareness and increase exposure to your target audience!

WHY WEBSITE ADS?

304k+

Users

388k+

Sessions

769k+

Page Views

Year-End 2024 Statistics

MAIN CATEGORY PAGES - “DO, SHOP, EAT”

PREMIER BANNER OVERLAY ADVERTISEMNT

\$400/month OR \$4,000/year

(minimum 3 months)

Your business image and content will be featured as a clickable overlay on our main banner, standing out as its own spotlight feature and linking directly to your website for maximum traffic!

One Exclusive Opportunity per category page.

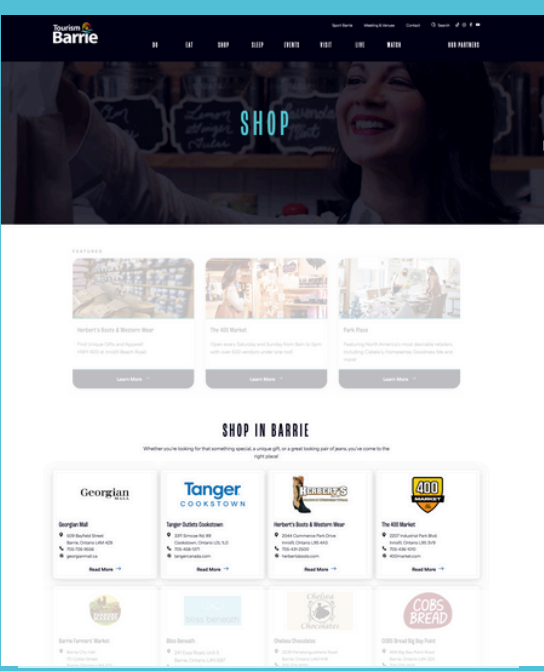
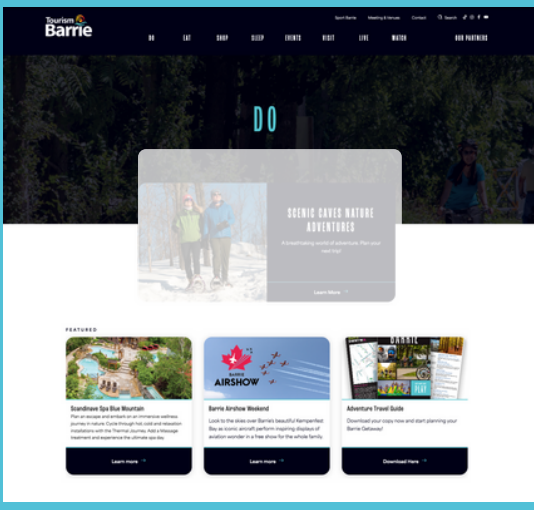
TOP FEATURE BOX ADVERTISEMNT

\$300/month

(minimum 3 months)

Stand out with a Feature Box showcasing your business image and content, with a direct link to your website. Our Top Feature Box ad appears across every page of TourismBarrie.com, giving your business maximum visibility. Want to know where your ad can appear? Just ask—we'll help you find the perfect spot!

Three Exclusive Opportunity per category page.



PIN TO THE TOP OF THE LISTING PAGES

BUSINESS LISTING TOP PINNING

\$50/month OR \$500/year

(minimum 3 months)

Place your business at the top of the list! Your business will be the first one audiences see, appearing at the top of the list of related businesses. This option is available on all business listing pages throughout tourismbarrie.com.

MAIN CATEGORY PAGE - “EVENTS”

PREMIER BANNER OVERLAY ADVERTISEMNT

\$400/month

(minimum 2 consecutive months)

Your event image and content will be featured as a clickable overlay on our main banner, standing out as its own spotlight feature and linking directly to your website for maximum traffic!

One Exclusive Opportunity.

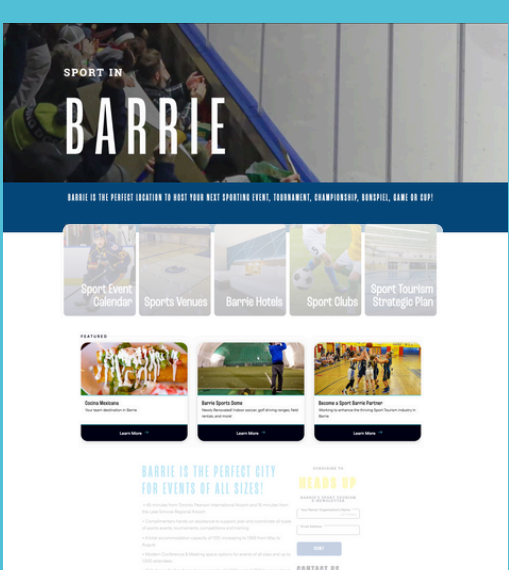
TOP FEATURE BOX ADVERTISEMNT

\$250/month

(minimum 2 consecutive months)

Stand out with a Feature Box showcasing your image and content giving your event maximum visibility, with a direct link to your website.

Three Exclusive Opportunities.



SPORTS BARRIE - MICROSITE

Tourism Barrie's exclusive Sport Tourism website, featuring Regional Sport Events & Entertainment.

TOP FEATURE BOX ADVERTISEMENT

\$200/month

Highlight your business or event with a Feature Box showcasing your image and content. This industry specific microsite offers niche content to a targeted and definite audience.

MAIN CATEGORY PAGE - “LIVE ”

PREMIER BANNER OVERLAY ADVERTISEMNT

\$900/ month

(minimum 12 months)

Your event image and content will be featured as a clickable overlay on our main banner, standing out as its own spotlight feature and linking directly to your website for maximum traffic!

One Exclusive Opportunity.

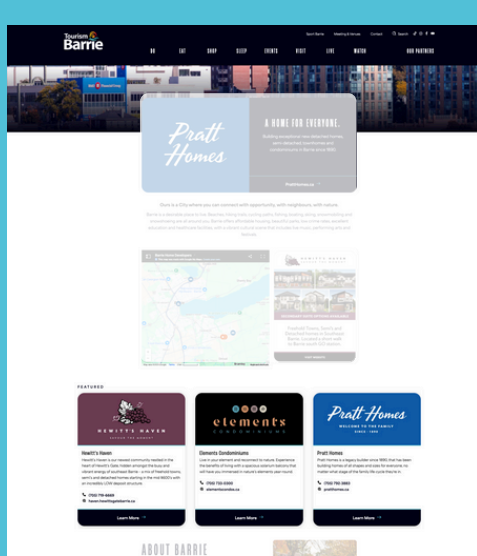
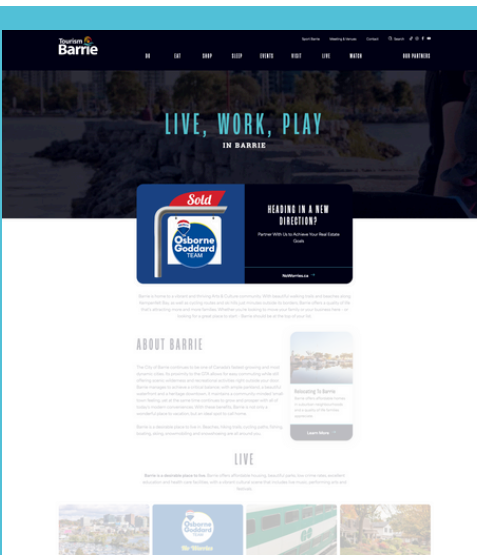
TOP FEATURE BOX ADVERTISEMNT

\$500/month

(minimum 12 months)

Stand out with a Feature Box showcasing your image and content giving your event maximum visibility, with a direct link to your website.

Three Exclusive Opportunities on “Housing Development” page.



To learn about all Destination Marketing opportunities with Tourism Barrie contact:

Alessia Cupello | Marketing and Sales Leader

Phone: (249) 288-2020

Email: Partner@tourismbarrie.com

Visitor information centre

4 Essa Road Barrie, ON L4N 3K3

tourismbarrie.com

1-800-668-9100

ENHANCE YOUR BRAND'S VISIBILITY AND REACH YOUR TARGETED AUDIENCES WITH TOURISM BARRIE'S PREMIUM ADVERTISING EXPERIENCES TAILORED SPECIFICALLY FOR THE TOURISM INDUSTRY IN BARRIE AND THE REGION.



KIOSK ADVERTISING OPPORTUNITIES

15 Digital Information Kiosks strategically placed in local recreation centres and hotels

Tourism Barrie partners can enjoy the unique advantage of having their business advertised on our 24/7 kiosks which connect visitors with local attractions, events, and businesses. These kiosks drive traffic and boosts exposure in an innovating and engaging way! With over 150,000 engagements in 2024, it's a powerful way to reach your audience!

71,500

Hotel & Tourism Centre engagements

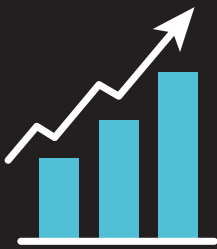
78,547

Recreation centre engagements

Tourism Barrie projects

200,000+ kiosk interactions

by the end of 2025.



KIOSK ROTATING TOP BANNER

\$200/month

(minimum 3 consecutive months)

Capture visitor attention instantly with your businesses QR code, content, and imagery featured right on the home screen of Tourism Barrie’s Digital Information Kiosks. These high-traffic touchpoints offer a powerful way to showcase your business. It’s an interactive way to turn interest into action and drive real-time engagement with your brand.



CATEGORY TOP BANNER

\$100/month

(minimum 3 consecutive months)

Enhance your visibility with your business QR code, content, and images displayed on the banner of each kiosk category (events, do, shop, eat, sleep). This exclusive opportunity puts your business front and centre as users explore what Barrie has to offer, encouraging direct interaction and driving traffic to your business.

One Exclusive Opportunity per category.

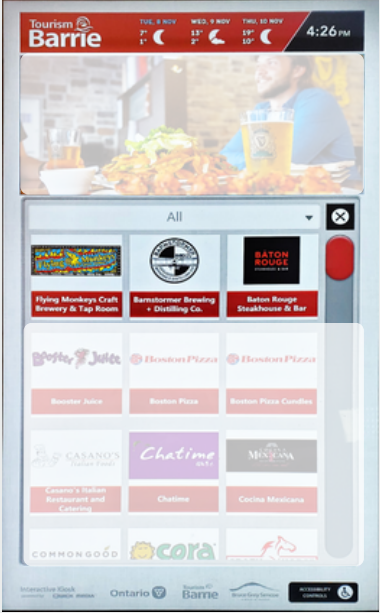


BUSINESS LISTING TOP PINNING

\$50/month

(minimum 3 consecutive months)

Place your business at the top of the list! Your business will be the first one audiences see, appearing at the top of the list of related businesses. This option is available on all business listing pages on the kiosks.



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TEAR MAP ADVERTISING OPPORTUNITIES

One of out most in-demand & effective promotional tools!

Being a partner with Tourism Barrie means you get the exclusive opportunity to have your ad on our tear map which gets printed and distributed at hotels, visitor centres, and events across the region. Its wide exposure makes it a prime advertising opportunity to connect with both visitors and locals!

DOWNTOWN/ WATERFRONT ADVERTISEMENT

\$240

Front of Map (3.3" x 1.8")



Your advertisement will be prominently placed on the front of the tear map, ensuring maximum visibility for visitors as they navigate downtown and Barrie's waterfront.

CITY OF BARRIE ADVERTISEMENT

\$225

Back of Map (2.5" x 2.25")



Your advertisement will appear on the back of the map, which highlights the entire City of Barrie, offering reach to both locals and tourists exploring the city.

15,000 copies distributed year-round!

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ADVENTURE TRAVEL GUIDE AD OPPORTUNITIES (2026)

10,000 guides printed & distributed year round to tourists and the community.

As a Tourism Barrie partner, you have the opportunity to advertise in the Adventure Travel Guide, one of our most widely distributed print publications, offering year-round exposure. Designed to captivate both tourists and locals, these guides inspire exploration of Barrie's outdoor adventures, culinary gems, shopping experiences, and everything else Barrie has to offer.

Visitor Guides are distributed in...

Delegate Bags to Sport Teams, Conferences, Associations, Corporate Events and more.

11

Barrie Hotels in custom racks located in their lobby

15

Different Attractions in Barrie and surrounding area, Barrie City Hall, Barrie Libraries

20

Ontario Travel Centres, municipal and Chambers of Commerce information centres

The guide is also published to Tourism Barrie's website and received:

37,816+ Online Views

ADVERTISEMNT OPPRTUNITIES

BACK COVER
\$4200

FULL PAGE
\$3000

HALF PAGE
\$1600

QUARTER PAGE
\$650



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