



Corporation de l'industrie touristique du Québec

www.citq.info

MEDIA KIT - infoCITQ



The only publication that reaches all tourist accommodation operators in Québec

4 ISSUES PER YEAR - ACCESSIBLE AT ALL TIMES ON THE CITQ WEBSITE

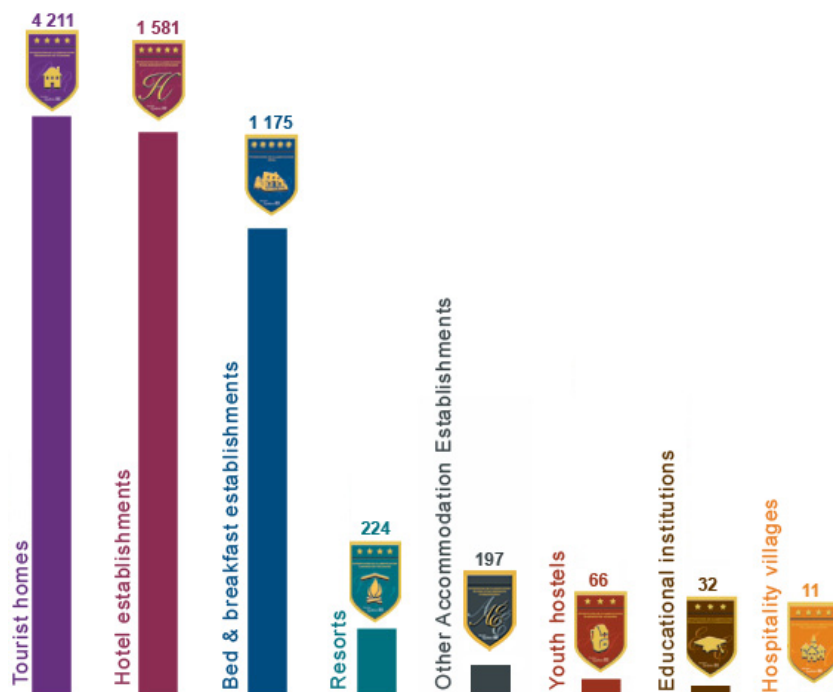
VARIED EDITORIAL CONTENT

Published in French and English, carries interesting and varied content on classification, goods and services, decoration, renovation, maintenance, meals, insurance, technology and more.

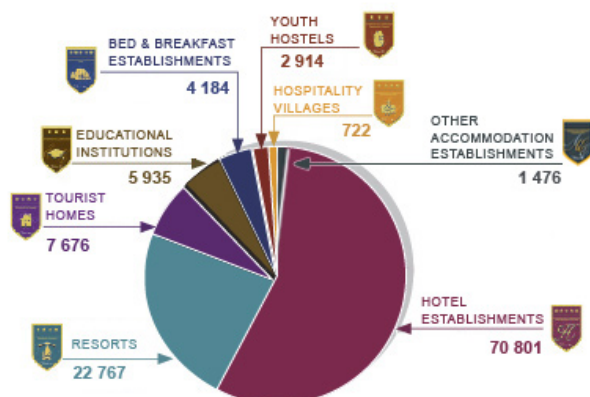
A HIGHLY TARGETED READERSHIP

infoCITQ is sent out to more than 7,500 tourist accommodation establishment operators across Quebec.

Number of establishments by class (total of 7,497 establishments*)



Number of rental units by class of establishments (total of 116,475 rental units *)



* November 19th, 2014 data

2015 PUBLICATION SCHEDULE

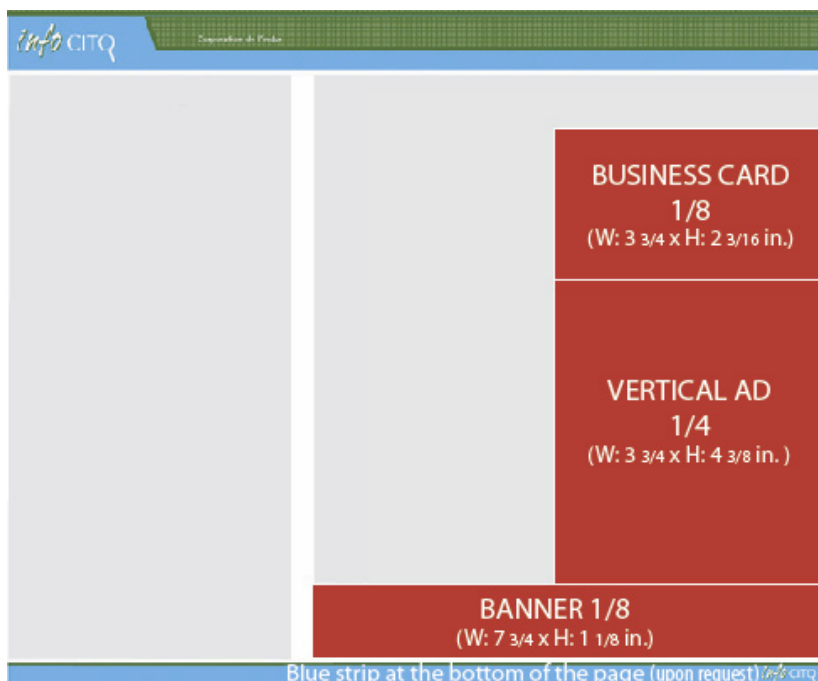
Editions	Deadline (columns and ads)	Deadline (mass mailing)
March 15, 2015	February 9, 2015	February 23, 2015
June 15, 2015	May 11, 2015	May 25, 2015
September 15, 2015	August 17, 2015	August 24, 2015
December 6, 2015	November 2, 2015	November 16, 2015

2015 RATES

Number of placements	1	2	3	4
Discount	0	5%	8%	10%
1/4 page	\$915	\$870	\$845	\$830
1/8 page	\$590	\$560	\$545	\$535
Blue strip (at the bottom of the page)	\$360	\$340	\$332	\$325
General mailing – 7,497 copies	\$2 710	\$2 575	\$2 495	\$2 450
Targeted mailing – to be determined	\$455/1000	\$430/1000	\$420/1000	\$412/1000

These prices do not include design, editing and translation of advertisements. The CITQ offers competitive rates for editing advertisements. We offer attractive discounts for combined online/print advertisements, with a minimum of two publications in infoCITQ

PREFERENTIAL POSITIONING: 10% SURCHARGE



TECHNICAL SPECIFICATIONS

- Page size: 8 1/2 x 11 in.
- Provide copy in Word
- Graphic elements: Illustrator and Photoshop
- TIFF or EPS, 300 dpi at 100% minimum
- 4 Color Process

CONTACT US

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