

MEDIA KIT | 2011-2012



and the English version
Quebec**getaways.com**

**AN ESSENTIAL
ONLINE DESTINATION TO SET
YOUR BUSINESS APART!**

SATQFEQMEDIAS.com
THE site for all your media opportunities

Published by:





One of the Most Visited and Comprehensive Tourism Portals in Quebec!

The tourism portal Quebecvacances.com, and its English counterpart Quebecgetaways.com, is among those tourism portals the most visited and best referenced in Quebec. With nearly 4 million annual visits, the sites particularly distinguish themselves in the eyes of Quebec vacationers looking for vacation ideas.

The site's presence in social media boomed in 2011; for example, as of August 2011, the site's Facebook page had more than 6,600 fans.

Traffic on Quebecvacances.com/Quebecgetaways.com from May 16, 2010 to May 15, 2011¹

- > **Nearly 4 million** visits (+14.04%)
- > **More than 2.7 million** unique visitors (+16.07%)
- > **More than 18 million** page views (+13.36%)
- > **1,651,961** clicks on business websites (+15.57%)

Quebecvacances.com from May 16, 2010 to May 15, 2011²

- > **3:23 minutes** was the average time spent on the site (+4.82%)
- > **4.81 page views** on average, per visit (+0.84%)

Quebecgetaways.com from May 21, 2010 to May 15, 2011³

- > **2:00 minutes** was the average time spent on the site
- > **3.03 page views** on average, per visit

High Performance Entry

The High Performance Entry lets you stand out thanks to preferential positioning during searches done by Internet users. The High Performance Entry meets the needs of Internet users who are looking to find detailed information about your business, consult your packages and see a diporama of your photos and more!

<p>A High Performance Entry presents:</p> <p>Average # of clicks/entry: 894</p> <p>Average # of visits/entry: 3,418</p> <p>Conversion rate: 26.15%</p>	<p>A Basic Entry presents:</p> <p>Average # of clicks/entry: 94</p> <p>Average # of visits/entry: 540</p> <p>Conversion rate: 17.40%</p>
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¹Google Analytics. Statistics compiled from Quebecvacances.com (May 16, 2010 to May 15, 2011), plus Quebecgetaways.com (May 21, 2010 to May 15, 2011; the URL has only been accessible since May 21, 2010).

²Google Analytics. Only the statistics for Quebecvacances.com, with percent increase indicated in comparison with the same period from 2009 to 2010.

³Google Analytics. Only the statistics for Quebecgetaways.com. No comparison available, since the URL was made accessible on May 21, 2010.

Get the Best Seats in the House!

Quebecvacances.com lists more than 14,000 tourism businesses. Set your business apart by choosing a High Performance Entry.

HIGH PERFORMANCE ENTRY

[Click here for an example](#)

\$495

- > **Entry** in one of the website sections: *Activities, Lodging, Events, Services*
- > **50 ranking points**, securing priority positioning on user searches within the site
- > Visible link to your website at the top of page, under the heading **Visit the website**
- > **Specific functionalities, such as a 20-photo slide show, PDF brochure downloads**
- > **Classification in up to 25 "activities"** (some conditions may apply, according to pertinence and distance)
- > Possibility for **video integration**, in partnership with **HD Marketing**. Speak with your account manager for more information on conditions (\$)
- > Statistical report on traffic to your entry
- > Statistical report on overall traffic

SATQ-FEQ members: all members who purchase visibility on Quebecvacances.com can get a \$95 credit on their promotion campaign.

RANKING POINTS

\$20/point

- > Influence your entry's display ranking according to the request; the more points you have, the higher you rank compared to other businesses' entries
- > Purchase points to improve your positioning on the site

INTERMEDIATE ENTRY

[Click here for an example](#)

\$195

The perfect way to position your company's complementary services or facilities, such as health centre or spa, golf course, restaurant, etc.

- > **Entry** in one of the website sections
- > **20 ranking points**
- > **Classification in up to 5 "activities"** (some conditions may apply, according to pertinence and distance)
- > **A photograph**

Get the Best Seats in the House!

SET OF 5 PACKAGES OR OUTINGS

[Click here for an example](#)

\$550

Unit purchases available for \$115 each

- > 5 packages including one or several nights' stay **OR** 5 detailed outings without accommodations, with a photograph
- > Availability requests transferred to your company by email
- > Entry in up to 5 "experience" categories, according to pertinence
- > Possibility to update your packages or outings 3 times a year (handled by our web production team and submitted to you for approval)

SUGGESTION OF THE WEEK

[Click here for an example](#)

- > Positioning of your company in one of the website sections--*Activities, Lodging or Events*--for a seven-day period (from Friday to Thursday)
- > Company name, opening photo for your entry and the first sentence of your description
- > Link to your entry

Suggestion of the week – Event	\$150/3 positionings
Suggestion of the week – Attraction	\$225/4 positionings
Suggestion of the week – Lodging	\$275/4 positionings

VACATION DISCOUNT COUPONS

[Click here for an example](#)

\$175

- > Creation of a downloadable, printable PDF e-coupon
- > Direct access to the e-coupon from your entry summary
- > Barcode option for your e-coupon
- > Valid for a full year; includes information update

QUEBECGETAWAYS.COM SELECTIONS

[Click here for an example](#)

\$125 **\$175**

- > Exclusive positioning under *Quebecgetaways.com selections* for 7 days (located under the search results in the section where your entry is classed)
- > A maximum of 2 companies per posting of results
- > Company name, photo and description teaser with link to your entry

Special offer: a package of 4 positionings for \$500 (2x in high season, 2x in low season)

Note:

- o For lodging, a weekly maximum of 2 clients per region, per category is available
- o For attractions, a weekly maximum of 2 clients per region is available
- o For events, a weekly maximum of 2 clients is available
- o Purchase for 2 consecutive weeks is not available, unless otherwise specified

 Low season  High season

Be Seen, Be Read, Be Chosen!

FEATURE REPORT

[Click here for an example](#)

\$300 \$475*

- > Advertorial showcasing your tourism business, posted for a full week on the home page and in a strategic section of the site
- > 300-word feature (includes layout and 2 photos), written and translated by professionals
- > Entry in up to 5 “experience” theme categories, according to pertinence
- > Link to your entry
- > Accessible directly from your entry and in the *Vacation Ideas* section for a full year

PACKAGE OR OUTING OF THE WEEK¹

[Click here for an example](#)

\$200 \$350*

- > **Exclusive** positioning for a package or outing on the home page for a week
- > Positioning in the *Packages* section
- > Link to the package or outing entry

FEATURED PACKAGE OR OUTING¹

[Click here for an example](#)

\$225 \$375*

- > Positioning for a package or outing in the *Packages* section for 2 weeks
- > Link to the package or outing entry

MONTHLY THEMATIC CAMPAIGN

[Click here for an example](#)

\$200 \$350*

- > Incentive published for approximately 30 days on the website’s home page and in the *Vacation Ideas* section
- > Incentive to consult the thematic campaign published in the Quebecvacances.com Cyberbulletin (email newsletter) in the *Ce mois-ci* section
- > A specific theme, chosen according to the period (e.g., school break, summer vacation, the holidays)
- > 40-word text related to the theme with a catchy title, written and translated by professionals **OR** the presentation of a package¹ or outing¹
- > Link to your entry

¹Conditional on entry containing packages or outings.

■ Low season ■ High season

*See Appendix for detailed rates and 2011-2012 calendar.

Quebecvacances.com Cyberbulletin Results That Speak for Themselves!

The Quebecvacances.com Cyberbulletin has...

- > A large directory of **qualified email addresses**, with nearly **140,000 subscribers** showing great interest for tourism in Quebec
- > The address directory is **continually boosted and updated** by means of contests, advertising campaigns and monthly newsletters featuring solid, well-researched content
- > A **healthy mailing list** thanks to subscription monitoring, processing of cancellations and management of invalid addresses
- > A **specific theme**, chosen according to the season (see Appendix for calendar).

INTEGRATED TEXT

[Click here for an example](#)

\$1250*

- > 40- to 50- word thematic text, revised, optimised and translated by professionals
- > A photograph (133 W x 123 H pixels)
- > Link to your website
- > Maximum of 6 participants per Cyberbulletin in order to boost the impact of integrated offers
- > Statistical report on your advertising campaign in the Cyberbulletin newsletter

BANNER ADVERTISEMENT

[Click here for an example](#)

\$1250*

- > Maximum of 3 banner advertisements per email newsletter
- > 160 W x 475 H pixel format (design by the advertiser)
- > Link to your website
- > Statistical report on your advertising campaign in the Cyberbulletin newsletter

Only available in French on Quebecvacances.com

Banner Ads on Quebecvacances.com For Solid Results!

- > **Preferential rate** for Quebecvacances.com clients
- > **Weekly banner purchase** based on **cost per thousand** and a **number of guaranteed impressions**, according to period
- > **Volume discount** for purchases covering four consecutive weeks
- > **Statistical performance report** according to number of impressions purchased

TYPE ¹	DIMENSION (pixels)	FORMATS ACCEPTED	MAX SIZE	CPT	CPT/clients Quebecvacances.com	CHOICE OF ZONES
Leaderboard²	720 W x 90 H	JPG GIF Flash	40 KB	\$35	\$25	Unique zone (visible on every page of the site) Example
Skyscraper or QVC banner	160 W x 600 H 175 W x 215 H	JPG GIF Flash	40 KB	\$15	\$12	Zone 1 Home - Vacation Ideas - Regions - Services Zone 2 Lodging - Packages Zone 3 Activities - Events Skyscraper example QVC example

Details on weekly rates

See table on next page

¹Please note that the advertiser must furnish the banner

²Some restrictions apply on leaderboard purchases. Speak with your account manager.

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Banner Ads on Quebecvacances.com

For solid results

ZONE POSITIONING				
Weekly cost/ guaranteed number of impressions (banners in rotation)				
	LEADERBOARD (CPT \$25)	SKYSCRAPER AND QVC BANNER (CPT \$12)		
MONTH	All zones	Home, Regions, Vacation Ideas, Services	Lodging, Packages	Activities, Events
JANUARY	\$1250/50,000 (5)	\$180/15,000 (3)	\$240/20,000 (5)	\$240/20,000 (5)
FEBRUARY	\$1250/50,000 (4)	\$180/15,000 (3)	\$240/20,000 (4)	\$240/20,000 (4)
MARCH	\$1250/50,000 (5)	\$180/15,000 (3)	\$240/20,000 (4)	\$240/20,000 (5)
APRIL	\$1250/50,000 (3)	\$180/15,000 (2)	\$180/15,000 (4)	\$180/15,000 (5)
MAY	\$1250/50,000 (4)	\$180/15,000 (3)	\$180/15,000 (3)	\$240/20,000 (5)
JUNE	\$1250/50,000 (7)	\$240/20,000 (4)	\$375/25,000 (6)	\$375/25,000 (5)
JULY	\$1250/50,000 (10)	\$240/20,000 (4)	\$375/25,000 (6)	\$375/25,000 (9)
AUGUST	\$1250/50,000 (8)	\$180/15,000 (3)	\$375/25,000 (6)	\$375/25,000 (8)
SEPTEMBER	\$1250/50,000 (4)	\$180/15,000 (3)	\$240/20,000 (4)	\$240/20,000 (5)
OCTOBER	\$1250/50,000 (3)	\$180/15,000 (3)	\$180/15,000 (4)	\$180/15,000 (5)
NOVEMBER	\$1250/50,000 (3)	\$180/15,000 (3)	\$180/15,000 (4)	\$180/15,000 (4)
DECEMBER	\$1250/50,000 (3)	\$180/15,000 (3)	\$180/15,000 (4)	\$240/20,000 (4)

**A volume discount is offered for purchases over a period of four or more consecutive weeks.
Speak with your account manager.**



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FOR MORE INFORMATION, PLEASE CONTACT US

SOCIÉTÉ DES ATTRACTIONS TOURISTIQUES DU QUÉBEC AND FESTIVALS ET ÉVÉNEMENTS QUÉBEC

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Photos, cover page: Aventure plein air Inukshuk inc.; Festival Musique du Bout du Monde; Le
Paysant du Massif; AML Cruises
Photo: Page: Festival du Pique-Nique; Marc Loiselle, AML Cruises; Christian Tremblay,
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