

## 2019 MEDIA MARKETING REQUIREMENTS

(January 1 – December 31, 2019)

The Chemainus & District Chamber of Commerce offers all Chamber Members the opportunity of media marketing on the Chemainus Visitor Centre television. A large volume of local Chemainus, Vancouver Island, BC residents and visitors from all around the world request information on organizations within North Cowichan. The Visitor Centre welcomed over 55,000 visitors and over 1,040 tour buses into our community in 2018. This number is only expected to increase as the tourism industry continues to thrive. We have strategically placed a television, which runs through a slide show of photos 24 hours a day, 7 days a week, in the Visitor Centre, to be seen through the glass windowed front doors by all individuals that enter the building, as well as by those who walk by. This is an excellent opportunity to advertise your product, service, and business directly to local residents, and tourists entering our town. The following file format and size requirements must be met when creating marketing media to be displayed on the television. Please see the media package options and fees in the 2019 Media Marketing Application.

### Overview

- Every advertising member is allocated a 45 second interval of advertising space on the television.
- Depending on the media package chosen, members are allowed to change their photo on a monthly basis. All photos must be submitted to [visitorcentre@chemainus.bc.ca](mailto:visitorcentre@chemainus.bc.ca) before the 25<sup>th</sup> of the month prior to the month of the required change. For example, if you wish to change your advertised photo for the month of March, please send your new photo to [visitorcentre@chemainus.bc.ca](mailto:visitorcentre@chemainus.bc.ca) by February 25<sup>th</sup>.

### File Format

- **.jpg** or **.png** image with a minimum resolution of 72 DPI.
- Please note that if you intend to print the ad, you will need a **.pdf** at 300 DPI otherwise the printed document will look like a pixelated image if you use the 72 DPI file.

### File Size

- The file has to have an aspect ratio of 4 x 3. Meaning it has to be at least **1280px (W) x 720px (H)** but **1920px (W) x 1080px (H) is preferred** to maximize the use of the full screen on the TV. If you use a poster size (vertical) document, it will only use a small portion of the TV screen and have black bars on each side of your ad.



### File Recommendations

- Make it as colourful and eye-catching as possible.
- The ad will be displayed on a TV screen at the Visitor Centre so you want to make sure that, when people see it on the screen, they want to look at it and keep reading it.
- The use of images is highly recommended to showcase what your business is offering (products or services).