

## 2020 Digital Media Campaign Application

### Contact Information

Owner Name:		Date:	
Mailing Address:		Telephone:	
		Cell:	
		Email:	

*This will be used as your mailing address and to contact you regarding your business.*

### Free Business Directory Listing

Business Name:			
Phone Number:			
Business Address:			
Hours Of Operation:			
Opening Date:		Closing Date:	

### Digital Business Listing Options (Check Box beside your Selection)

Available Options	Price (including tax)
<input type="checkbox"/> Option 1 – Free Listing Only	<b><i>Free</i></b>
<input type="checkbox"/> Option 2 – Free Listing & One Highlight	\$113
<input type="checkbox"/> Option 3 – Free Listing & Two Highlights	\$226
<input type="checkbox"/> Option 4 – Free Listing & All Highlights	\$339

*If selecting an option which includes one or more highlights, please fill out the next page with your highlight choice(s) and further business details. There is no deadline for submitting your application, however the listed fees are per season (May to September) and will apply annually.*

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

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

### Payment Options

I have enclosed a cheque for the full payment of \$ \_\_\_\_\_ CDN FUNDS OR

I authorize the use of my Credit Card for the full payment of \$ \_\_\_\_\_ CDN FUNDS

Visa \_\_\_\_\_ MasterCard \_\_\_\_\_

Account Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

***Payments may also be made through e-transfer to [m.feltz@pelee.ca](mailto:m.feltz@pelee.ca), in office, or over the phone 519-724-2931***

***Please call the office for a monthly installment billing option May to September if needed or preferred.***

#### FOR OFFICE USE ONLY

FEE: \_\_\_\_\_

HST: \_\_\_\_\_

TOTAL: \_\_\_\_\_

DATE OF APPLICATION: \_\_\_\_\_

DATE OF PAYMENT: \_\_\_\_\_

PAYMENT TYPE: \_\_\_\_\_

# Paid Digital Business Listing Highlights

Please check off the highlight(s) you wish to purchase and fill out the corresponding business details.

HIGHLIGHT 1	HIGHLIGHT 2	HIGHLIGHT 3	HIGHLIGHT 4	HIGHLIGHT 5	HIGHLIGHT 6	HIGHLIGHT 7

Reminder: **One** Highlight = \$113, **two** highlights = \$226, **all** highlights = \$339

## 1. Pelee.org Inclusion (Highlight 1)

This option includes all of your business details and up to three images highlighting your business *available on Pelee.org*. Images can be sent to [kristine.horst@pelee.ca](mailto:kristine.horst@pelee.ca) or brought to the Township office on a USB. Pelee.org inclusion will include all business details from the free business directory on page 2, plus the additional information below.

Wheelchair Accessible	YES NO	Pet Friendly	YES NO
Website Link			
Email Address			
Business Description			
Business Type		Accommodation Capacity (if applicable)	

## 2. Website Link and Email Address (Highlight 2)

This option includes having your business website link as well as email address posted and *available on pelee.org, the Pelee App AND Social Media where applicable*.

Website Link	
Email Address	

## 3. Business Category Inclusion on All Digital Media (Highlight 3)

This option includes having your business included in specific categories on Pelee.org, Pelee App, and Social Media where applicable. Example of this would be including your business in our 'Where to Stay' or 'Where to Eat' pages and categories.

Please write below a description of your business type, we will use this in order to properly categorize your business.

Business Type	
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## 4. Facebook Page Image Gallery (Highlight 4)

This option includes having a full image gallery included on the Pelee Facebook page of up to 20 images of your choosing. All images need to be forwarded to [kristine.horst@pelee.ca](mailto:kristine.horst@pelee.ca) or brought to the Township office on a USB.

## 5. Monthly post on Pelee Facebook and Instagram (Highlight 5)

This option would include the ability to forward a simple image with a simple message/post to the Township of Pelee once per month (May to September) for it to then be posted to our Facebook and Instagram.

Business Facebook Page	
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## 6. Seasonal Facebook Page Share (Highlight 6)

This option includes getting your business' Facebook page shared to the Pelee Facebook page to assist individual businesses in gaining followers and attention on Facebook.

Business Facebook Page	
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## 7. Business Page Post Shares (Highlight 7)

This option includes getting up to 5 posts per year from your business Facebook page, shared to the Pelee Facebook page in order to increase interest and assist in growing likes on Facebook for your individual business.

Business Facebook Page	
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\*\*Further information regarding details of highlights, especially for Facebook and social media, can be discussed by email to [kristine.horst@pelee.ca](mailto:kristine.horst@pelee.ca) or by calling 519-724-2931 if email is not possible for you.