



Experience
COBOURG
Your STORY BEGINS HERE!

STRATEGIC PARTNERSHIPS to build community

2026 SPONSORSHIP + ADVERTISING
OPPORTUNITIES

Connect with: Brittany Hosey

Business Development | Culture, Events + Tourism | Town of Cobourg
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www.experiencecobourg.ca



ELEVATE YOUR BRAND WHILE ENRICHING OUR COMMUNITY

Cobourg continues to grow as a premier hub for families, active seniors, and thousands of seasonal visitors. For local businesses, this presents a unique opportunity: the chance to be part of the stories our residents and guests tell every day.

We are proud to present our 2026 Print and Digital Advertising Package. This year, we have designed a multi-channel ecosystem that allows your brand to meet your customers exactly where they are. They may be planning their weekend on a tablet, checking a schedule on their refrigerator, or exploring our historic downtown with a guide in hand.

Why Partner with the Town of Cobourg?

Unrivalled Trust: Your business benefits from the "Halo Effect" of being featured in official Town publications.

Total Market Coverage: Our mix of print and digital ensures you reach every demographic, from the tech-savvy "new local" to the long-term resident.

Hyper-Local Precision: Stop wasting your budget on broad algorithms. We put your message directly into the hands of people currently living in, or traveling to, Cobourg.

A "365" Presence: From the longevity of our comprehensive guides to the bi-weekly urgency of our digital newsletter, we keep your brand top-of-mind all year long.

The most successful brands don't just appear once; they become a part of the local landscape. Let's work together to make 2026 your most visible year yet.

COMMITMENT BY

EVENT

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PROMOTION

BATTLE OF THE BADGES

APRIL 4 | 7PM

Local attendees

The Battle of the Badges Charity Hockey Game is a high-energy community event that brings together local first responders, families, and residents for an exciting night of hockey, all in support of Big Brothers Big Sisters of Northumberland.

This family-friendly event celebrates community spirit, friendly competition, and the vital role first responders play in our region. By combining sport, entertainment, and charitable giving, Battle of the Badges creates a memorable experience that strengthens local connections while raising critical funds for youth mentorship programs.

The event attracts a diverse audience of residents, families, and community supporters, making it a meaningful opportunity for local businesses to engage with the community in a positive and visible way.

Sponsoring Battle of the Badges allows local businesses to play an active role in supporting both community wellbeing and youth development in Northumberland.

Business support helps enhance the event experience through interactive activities, fan engagement, and fundraising initiatives that encourage greater participation and increased charitable donations.

By becoming a sponsor, businesses can:

- Demonstrate commitment to community values and social responsibility
- Support local youth through Big Brothers Big Sisters of Northumberland
- Gain positive brand exposure in a family-friendly, high-attendance setting
- Build goodwill and recognition among residents, families, and community leaders
- Be part of a well-loved annual event that celebrates teamwork and local pride

Sponsorship contributions directly support enhanced event experiences while helping maximize fundraising outcomes for an organization that makes a lasting impact in our community.



FAMILY-FRIENDLY



LOCAL FAVOURITE EVENT



COMMUNITY GOODWILL

COMMITMENT BY

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PROMOTION

BATTLE OF THE BADGES



6 OPPORTUNITIES AVAILABLE

FIRST INTERMISSION SPONSOR | 1 at \$2,000

CHUCK-A-DUCK ACTIVITY

- Reserved arena seating for ten (10)
- Social media tagging and posts (FB/IG) weekly mid-March until after the event
- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program
- Rotational Logo placement on Scoreclock during event
- Option for product sampling or giveaways
- MC mention during intermission

SECOND INTERMISSION SPONSOR | 1 at \$2,000

INTERMISSION ACTIVITY

- Reserved arena seating for ten (10)
- Social media tagging and posts (FB/IG) weekly mid-March until after the event
- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program
- Rotational Logo placement on Jumbotron during event
- Option for product sampling or giveaways
- Master of Ceremonies mention during intermission

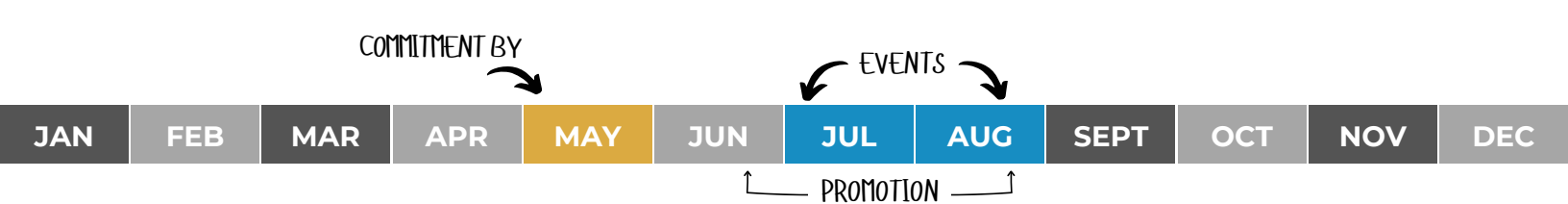
FAN ZONE SPONSOR | 1 at \$1,500

PRE-GAME FAMILY-FRIENDLY ZONE WITH INFLATABLES, MASCOTS, FACE-PAINTING

- Reserved arena seating for eight (8)
- Social media tagging and posts (FB/IG) weekly mid-March until after the event
- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program and in Fan Zone on A-Frame signage
- Rotational Logo placement on Scoreclock during event
- Option for product sampling or giveaways

COMMUNITY SPONSORS | 3 at \$300

- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program
- Rotational Logo placement on Scoreclock during event



MOVIES UNDER THE STARS

SIGNATURE EVENT

JULY 4 • JULY 18 • AUGUST 3 • AUGUST 22
 SEPTEMBER 5 | 8:30PM

Local and Summer Visiting attendees

Movies Under the Stars is a free, family-friendly summer event series hosted by the Town of Cobourg in Victoria Park and Cobourg Beach.

Across five evenings throughout the summer, residents and visitors are invited to gather outdoors, bring their blankets and chairs, and enjoy a movie night under the open sky. Films are shown on a giant inflatable screen with concert-quality sound, creating a relaxed and memorable experience for all ages.

This event encourages community connection and participation, with one featured flashback film selected by the community through social media engagement.

Movies begin at dusk, offering a safe, inclusive, and welcoming way for families, friends, and neighbours to come together and enjoy summer evenings in Cobourg’s signature outdoor spaces.

Sponsoring Movies Under the Stars provides businesses with a meaningful opportunity to support accessible community programming while increasing visibility in a relaxed, high-attendance setting.

- Align your brand with positive, family-friendly community experiences
- Support free, inclusive programming for residents and visitors
- Gain repeated exposure by sponsoring more than one movie
- Connect with local audiences in a relaxed, engaging environment
- Demonstrate investment in our public spaces and community life



- ✓ FAMILY-FRIENDLY
- ✓ LOCAL FAVOURITE EVENT
- ✓ COMMUNITY GOODWILL

COMMITMENT BY

EVENTS

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PROMOTION

MOVIES UNDER THE STARS

SIGNATURE EVENT

10 OPPORTUNITIES AVAILABLE



MOVIE SPONSORS | 5 at \$500

Logo on the screen before the movie

Logo on Experience Cobourg Movies page (next to your movie)

Logo on Facebook Event Page header for sponsored movie

Two (2) Social media mention/tag posts (FB and IG) prior to event

VIP seating area for 6 with blankets and snacks

TREAT SPONSORS | 5 at \$250

À la carte option for sponsors

Purchase of 100 treats (chocolate bars, chips) will hand out for free at event



COMMITMENT BY

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PROMOTION

BEACHSIDE JAM

July | 6-9pm

Local and Marina/Campground Visitors

The Beachside Jam takes place on select Friday and/or Saturday evening during the summer from 6-9pm at the Cobourg Beach Courtyard (right behind the bandshell).

Enjoy an evening of live local music, beach vibes, and unforgettable summer memories with friends and family, soaking in the sunset and celebrating the best of summer with great tunes by the water.

Sponsoring Beachside Jams provides businesses with a meaningful opportunity to support accessible community entertainment while increasing visibility in a relaxed, fun, high-attendance setting.

- Align your brand with positive, community experiences
- Support free, inclusive programming for residents and visitors
- Connect with local audiences in a relaxed, engaging environment
- Demonstrate investment in our public spaces and community life
- Partner with the Town of Cobourg in supporting local talent and overall community culture



FOOD TRUCKS



LOCAL TALENT



SUNSET BACKDROP

COMMITMENT BY

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PROMOTION

BEACHSIDE JAM

2 OPPORTUNITIES AVAILABLE

July | 6-9pm

Local and Marina/Campground Visitors

EXCLUSIVE SPONSORS | 2 at \$2,500

Four (4) Social Media Posts (FB/IG) prior to event

Performer shout out at event

Two (2) A-Frame signs with logo at event

Logo on Experience Cobourg website event page

Logo on Facebook event header



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↑ PROMOTION ↓

SANDCASTLE FESTIVAL

August 8 | 10am

Local and Visiting Attendees

The Annual Sandcastle Festival is one of Cobourg's signature summer events, drawing residents and visitors to the waterfront for a full day of creativity, entertainment, and family fun.

Recognized as a Top 100 Event in Ontario for eight consecutive years, the festival showcases the incredible talent of eight professional master sand sculptors, alongside amateur teams who compete in the popular sandcastle contest for exciting prizes.

The event offers a vibrant beachside experience featuring live music from a DJ, children's activities, an inflatable fun park, an evening movie on the beach, and an evening community activity creating a full-day celebration that appeals to all ages.

As a cornerstone summer attraction, the Sandcastle Festival supports tourism, activates Cobourg's waterfront, and highlights the Town's commitment to accessible, high-quality community programming.

Sponsoring the Annual Sandcastle Festival provides businesses with exceptional visibility at one of Cobourg's most well-attended and widely recognized events.

With strong regional draw and a full day of programming, the festival offers unique opportunities for businesses to engage with families, visitors, and tourists while supporting an event that contributes directly to local economic activity and community pride.

By becoming a sponsor, businesses can:

- Align with an award-winning event recognized across Ontario
- Reach large, diverse audiences including residents and visitors
- Support tourism and waterfront activation
- Demonstrate commitment to community culture
- Benefit from strong brand recognition tied to a long-standing tradition

Business sponsorship plays a vital role in enhancing festival programming, supporting event amenities, and ensuring the continued success of one of the Town's most beloved annual celebrations.

SIGNATURE EVENT



- ✓ COMMUNITY PARTICIPATION
- ✓ LIVE MUSIC WITH DJ
- ✓ KIDS' ACTIVITIES
- ✓ OUTDOOR MOVIE
- ✓ AWARD-WINNING EVENT
- ✓ USER-GENERATED CONTENT



COMMITMENT BY

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PROMOTION

SANDCASTLE FESTIVAL

SIGNATURE EVENT



12 OPPORTUNITIES AVAILABLE

SANDCASTLE SPONSOR | 1 at \$9,500

- Radio Mention in all Festival ads
- Logo Sculpted on sandcastle by visiting sculptors
- Logo: Experience Cobourg website event page, Event banner at beach
- VIP Parking for two (2) vehicles
- Social media tagging and posts (FB/IG) weekly mid-July until after the event
- Thank you mention and tag on social media following event
- VIP space at event
- Business tent or unique activation opportunity
- Pizza lunch at event for six (6)
- Four (4) A-Frame signs around event
- Newsletter header for four (4) editions
- Rights of branded promotional giveaway (provided by sponsor)
- Free perk ad in Little Book of Summer Perks

SHOVEL SPONSORS | 3 at \$5,000

- Radio mentions in all Festival ads
- Logo sculpted on sandcastle by visiting sculptors
- Logo: Experience Cobourg website event page, Event banner at beach
- Social media tagging on posts (FB/IG) weekly mid-July until after the event
- Thank you mention and tag on social media following event
- Pizza lunch for six (6)
- Experience Cobourg newsletter footer for two (2) editions
- Rights of branded promotional giveaway (provided by sponsor)

SUN, SAND + ENTERTAINMENT SPONSORS | 4 at \$2,500

- FLAGS | BOUNCY CASTLES | DJ | KIDS' ZONE**
- Social media tagging and posts (FB/IG) weekly mid-July until after the event
- Logo on Experience Cobourg website event page
- Thank you mention and tag on social media following event
- Naming rights on zone/activation
- Pizza lunch for four (4)

COMMUNITY SPONSORS | 4 at \$800

- Social media tagging and posts (FB/IG) weekly mid-July until after the event
- Logo on Experience Cobourg website event page
- Logo on four (4) general A-Frame signs
- Thank you mention and tag on social media following event

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↑ PROMOTION ↓

CHRISTMAS MAGIC

November 20 | 6pm

Local and Visiting Attendees

Cobourg's Christmas Magic marks the official start of the holiday season and brings the community together for one of the Town's most anticipated annual celebrations.

Each year, thousands of residents gather to help Santa light up Cobourg, kicking off the festive season with joy, tradition, and community spirit. The event features local vendors and downtown businesses offering handmade items, festive foods, seasonal gifts, and holiday treats, creating a vibrant and welcoming atmosphere for all ages.

Throughout the season, Rotary Harbourfront Park and Victoria Park are transformed with magical holiday lighting, inviting residents and visitors to experience Cobourg's waterfront and green spaces in a new and memorable way.

Christmas Magic celebrates togetherness, supports local businesses, and creates lasting holiday memories for families, friends, and visitors.

Sponsoring Christmas Magic offers businesses a unique opportunity to be part of a cherished community tradition while supporting local economic activity during the holiday season.

With strong attendance and extended visibility throughout the season, Christmas Magic provides meaningful brand exposure while aligning businesses with warmth, generosity, and community celebration.

By supporting this event, businesses can:

- Be associated with one of Cobourg's most beloved annual traditions
- Gain visibility during the high-impact holiday shopping season
- Support local vendors and downtown businesses
- Demonstrate community leadership and civic pride
- Help create inclusive, accessible holiday experiences for residents and visitors

Business sponsorship plays a key role in bringing the holiday season to life and ensuring Christmas Magic continues to shine for the entire community.

SIGNATURE EVENT



✓ COMMUNITY FAVOURITE

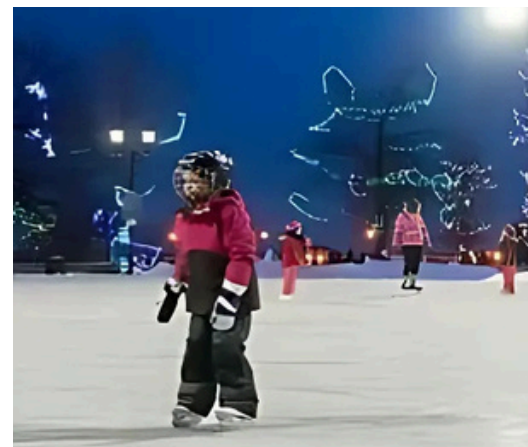
✓ WIDELY RECOGNIZED

✓ SEASONAL COVERAGE

✓ USER-GENERATED CONTENT

✓ COMMUNITY GOODWILL

✓ ENTERTAINMENT



COMMITMENT BY

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PROMOTION

CHRISTMAS MAGIC

SIGNATURE EVENT



12 OPPORTUNITIES AVAILABLE

LIGHTS SPONSOR | 1 at \$10,000

- Radio Mention in all Christmas Magic ads
- Social media tagging and posts (Facebook + IG) prior to event
- Social media tagging and posts (Facebook + IG) during the season
- Logo on Experience Cobourg event page
- Logo on Facebook event header
- Feature spotlight in Experience Cobourg newsletter
- Two (2) light post banners in front of Victoria Hall for duration of Christmas Magic
- Customized activation activity *will work with Brittany to plan
- Free Perk Ad in Little Book of Winter Perks
- Feature story highlighting community involvement in Experience Cobourg Guide (2027)
- On-stage shout-out at event (you can personally speak to crowd)

EXPERIENCE SPONSOR | 2 at \$3,000

- Social media tagging and posts (FB/IG) prior to event
- Logo on Experience Cobourg Event Page
- Work with Experience Cobourg to develop appropriate activation
- Stage mention at event
- Two (2) A-Frame signs on stage and in market with logo
- One (1) Header in Experience Cobourg newsletter
- Free Perk Ad in Little Book of Winter Perks

TWINKLE SPONSOR | 1 at \$3,000

- Social Media posts before and after event (FB/IG)
- Logo on Facebook Event Header
- Logo on 1000 glowsticks

ELF SPONSOR | 3 at \$1,500

- SELFIE WALL, KIDS' ZONE, WAGON RIDES**
- Social media tagging and posts (FB/IG) prior to event
- Mention on stage at beginning of event
- Logo on Experience Cobourg event page
- Zone naming and logo sign

COMMUNITY SPONSOR | 5 at \$800

- Social media tagging and posts (FB/IG) prior to event
- Logo on two (2) A-Frames at event

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↑ PROMOTION ↓

SANTA CLAUS PARADE

November 28 | 6pm

Local attendees

Since 1955, the Cobourg Santa Claus Parade has been a treasured community tradition and a meaningful way to welcome the holiday season.

For generations, this parade has brought residents together along downtown streets to celebrate the spirit of Christmas, fostering connection, joy, and shared memories. The event reflects the heart of the community, welcoming people of all backgrounds to come together in celebration of hope, family, and togetherness.

As Santa Claus makes his annual arrival in Cobourg, the parade continues to serve as a nostalgic and joyful experience for children, families, and longtime residents alike.

The Santa Claus Parade remains one of the Town's longest-running and most beloved events, honouring tradition while strengthening community bonds year after year.

With strong attendance and deep emotional connection, the parade offers exceptional visibility while allowing businesses to demonstrate meaningful community support during the holiday season.

By becoming a sponsor, businesses can:

- Align with a long-standing community tradition dating back to 1955
- Be part of an event rooted in family, generosity, and holiday spirit
- Gain visibility among residents of all ages
- Strengthen brand goodwill through community involvement
- Support an inclusive event that brings the entire town together



FAMILY-FRIENDLY



LOCAL FAVOURITE EVENT

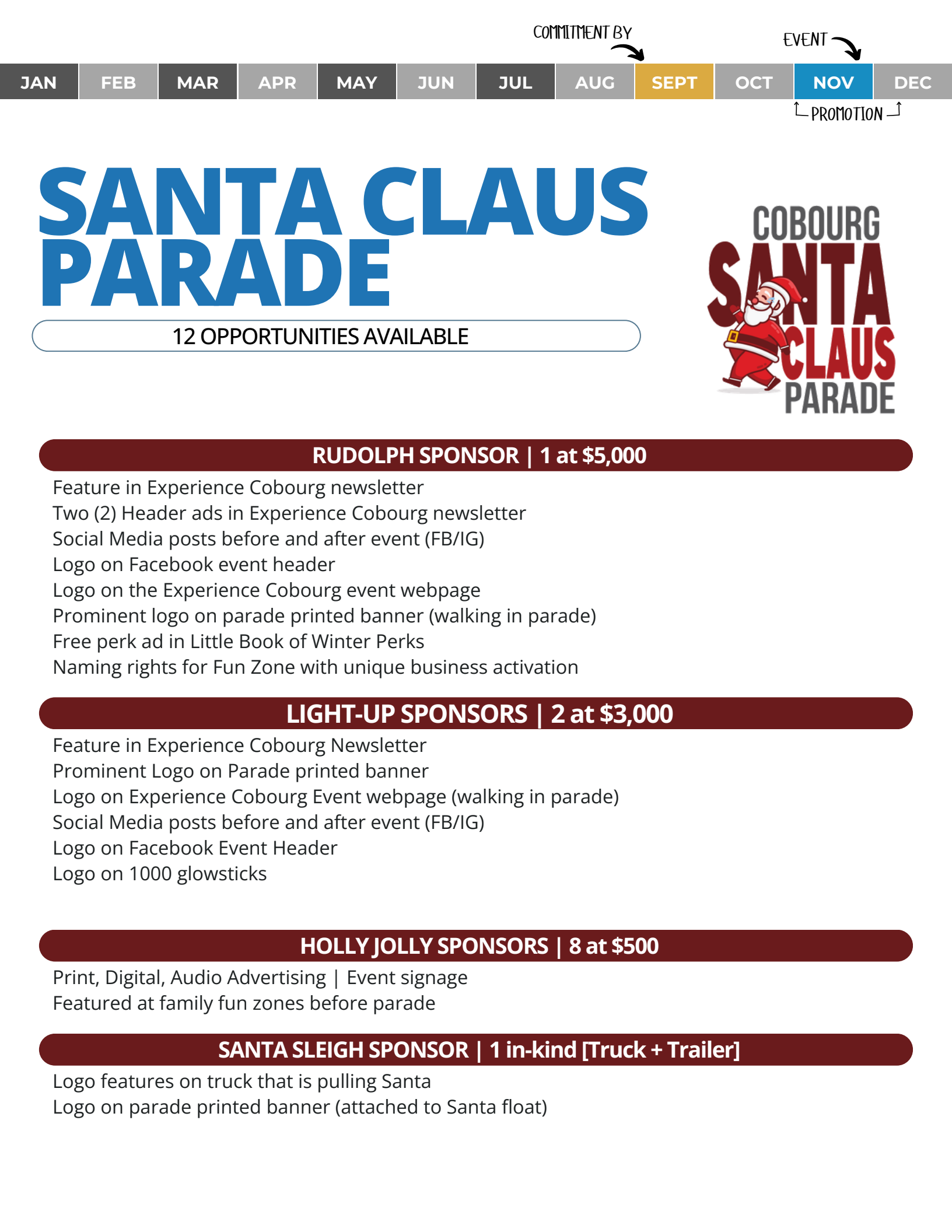


COMMUNITY GOODWILL



LOCAL CHARITY TIE-IN





SANTA CLAUS PARADE

12 OPPORTUNITIES AVAILABLE



RUDOLPH SPONSOR | 1 at \$5,000

- Feature in Experience Cobourg newsletter
- Two (2) Header ads in Experience Cobourg newsletter
- Social Media posts before and after event (FB/IG)
- Logo on Facebook event header
- Logo on the Experience Cobourg event webpage
- Prominent logo on parade printed banner (walking in parade)
- Free perk ad in Little Book of Winter Perks
- Naming rights for Fun Zone with unique business activation

LIGHT-UP SPONSORS | 2 at \$3,000

- Feature in Experience Cobourg Newsletter
- Prominent Logo on Parade printed banner
- Logo on Experience Cobourg Event webpage (walking in parade)
- Social Media posts before and after event (FB/IG)
- Logo on Facebook Event Header
- Logo on 1000 glowsticks

HOLLY JOLLY SPONSORS | 8 at \$500

- Print, Digital, Audio Advertising | Event signage
- Featured at family fun zones before parade

SANTA SLEIGH SPONSOR | 1 in-kind [Truck + Trailer]

- Logo features on truck that is pulling Santa
- Logo on parade printed banner (attached to Santa float)



PUBLIC SKATING

July 24 | 6-8pm *CHRISTMAS IN JULY*
 December 21, 22, 23, 29, 30 | 12-2pm

Local attendees

Grace Bowen Pad • Cobourg Community Centre

Public skating is an important community offering in Cobourg, providing residents and visitors with access to affordable, inclusive recreational programming at the Grace Bowen Pad at the Cobourg Community Centre. These sessions create opportunities for physical activity, social connection, and shared community experiences in a safe and welcoming environment. Public skating attracts a broad range of participants, making it a highly visible and widely used municipal service.

Through sponsorship, local businesses have the opportunity to support a program that contributes directly to community well-being and quality of life. Sponsoring public skating allows businesses to align their brand with a positive, family-friendly activity that promotes healthy lifestyles, accessibility, and community engagement. This partnership offers consistent exposure to a diverse local audience while reinforcing your organization’s role as a supporter of community-focused initiatives.

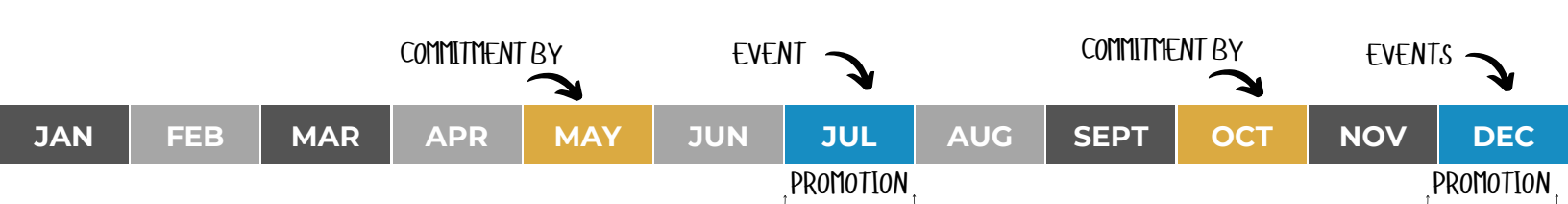
Public skating sponsorship provides businesses with meaningful recognition while supporting a program that serves the community throughout the year. These sessions are well attended and often part of regular routines for local families and individuals, allowing sponsors to benefit from repeated visibility and strong name recognition over time. By associating with public skating, businesses demonstrate a practical commitment to supporting inclusive recreation and shared public spaces.

Sponsorship also reflects a broader investment in Cobourg’s community infrastructure. Local recreation opportunities contribute to a vibrant town atmosphere, support tourism activity, and enhance the overall resident experience. Businesses that support these programs are recognized not only for their visibility, but for their contribution to maintaining services that residents and visitors value and rely on.

By becoming a sponsor, businesses can:

- Positive brand association with a well-loved, family-oriented community activity
- Visibility in a high-traffic, multi-generational setting
- Recognition as a community supporter contributing to accessible recreation
- Alignment with Town of Cobourg values around inclusion, wellness, and connection

- ✓ FAMILY-FRIENDLY
- ✓ LOCAL FAVOURITE EVENT
- ✓ COMMUNITY GOODWILL
- ✓ FITNESS + WELL-BEING



PUBLIC SKATING

6 OPPORTUNITIES AVAILABLE

COMMUNITY SKATE SPONSORS | 6 at \$500

- Reserved seating for ten (10)
- Social media tagging and posts (FB/IG) weekly three weeks prior to event
- Thank you mention and tag on social media following event
- On-site A-Frame signage with logo
- Logo/Ad placement on Scoreclock during month prior to public skate
- Digital promo rotating in CCC advertising the free skate
- Option for product sampling or giveaways and booth

ADDITIONAL CANTEEN SPONSORSHIP OPPORTUNITY

If you would like to work with the canteen at the Cobourg Community Centre, for an additional investment, your business can supply hot chocolate or something else to those in attendance for the duration of the public skate.

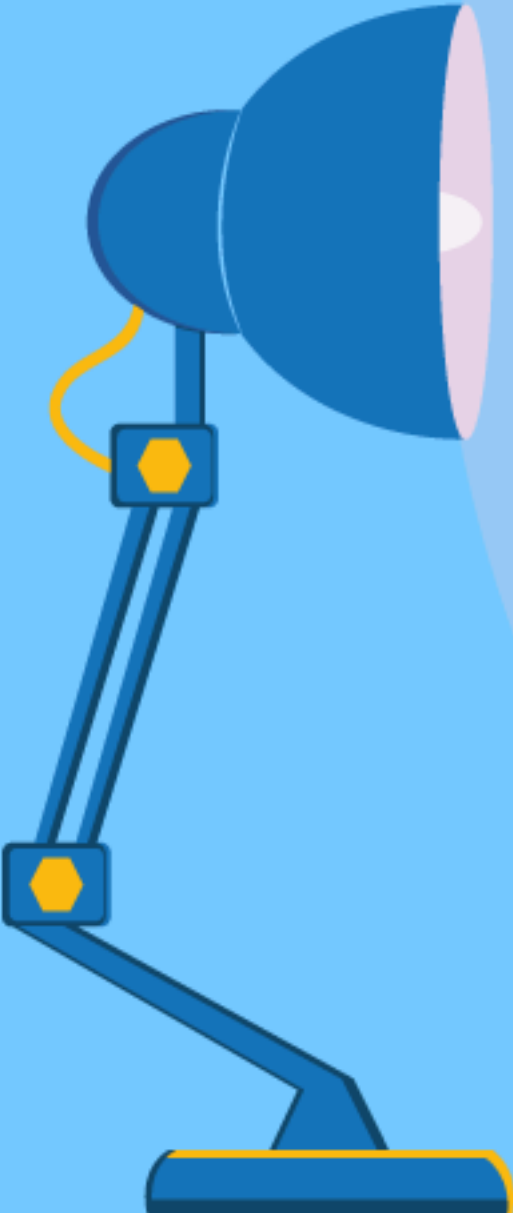
Please discuss this option with Brittany if it sounds like something that aligns with your sponsorship goals.



Experience
COBOURG

Your STORY BEGINS HERE!

**ADVERTISING
OPPORTUNITIES**



ABOUT YOUR ADVERTISING OPPORTUNITIES

Position your business at the heart of the Cobourg experience. As the primary resource for visitors and a trusted guide for residents, Experience Cobourg offers premium advertising opportunities that put your brand front and center.

By featuring your business in our seasonal guides, maps, and physical community spaces, you aren't just buying an ad; you are becoming a vital partner in the Town's success. We offer a unique platform where professional brand exposure and community goodwill intersect.

A Partnership Built on Purpose

Our advertising model is distinct. We operate on a cost-recovery basis, ensuring that every dollar of your investment is used efficiently and transparently.

Why your support matters:

Sustainability: Your partnership allows us to produce high-calibre print materials that remain free for the public.

Quality Spaces: Sponsorship revenue directly supports the maintenance and animation of the community hubs that make Cobourg a premier destination.

Local Vitality: By offsetting production costs, you enable Experience Cobourg to focus resources on driving tourism and economic growth for all local businesses.

When you invest in Experience Cobourg publications, you are reinvesting in the beauty and vibrancy of our town. Your brand becomes a champion of the local culture that draws thousands to our town each year.

We invite you to view these opportunities not merely as a marketing expense, but as a commitment to the continued excellence of Cobourg. Together, we can ensure our town remains a vibrant place to live, work, and visit.

THE LITTLE BOOK OF BIG SAVINGS

the **LITTLE BOOK OF**
SPRING
PERKS

the **LITTLE BOOK OF**
SUMMER
PERKS

the **LITTLE BOOK OF**
AUTUMN
PERKS

the **LITTLE BOOK OF**
WINTER
PERKS

Experience Cobourg wanted to provide community members and visitors a useful tool to save some money and learn about what is being offered when considering products and services in Cobourg. We also wanted to offer businesses a tangible, trackable advertising outlet to offer current and new customers. The perks books started in the Summer of 2025 and have continued seasonally since then. They are given out free to visitors and community members, available at key community pick-up points at Victoria Hall, the Cobourg Community Centre, the Cobourg Marina, the Beach Tourism kiosk (in summer), as well as all participating businesses.

Offerings traditionally run as follows:

Spring (March 1 - May 31)

Summer (June 1 - August 31)

Autumn (September 1 - November 30)

Winter (December 1 - February 28)

By participating in one or all of these publications, you have a captive audience as well as a marketing tool you can track and make sound sales decisions throughout the entire year.

This publication is quickly becoming a community favourite, which the audience eagerly looks forward to each season.

Ads are \$265+HST



2026 EXPERIENCE COBOURG RECREATION & LEISURE GUIDE

Most advertising is gone in a "swipe" or a click. But the Cobourg Recreation and Leisure Guide is different. It's a household staple that sits on kitchen counters and coffee tables for months at a time.

When a parent looks up swimming lessons at the YMCA, or a senior checks the schedule for fitness classes at the CCC, your business can be right there next to the information they value most.

At the heart of Cobourg's vibrant lifestyle are the parks, rinks, and community centers that bring us together. By advertising in the Recreation and Leisure Guide, you aren't just buying an ad, you're investing in the fabric of our town.

Digital ads are increasingly expensive and easy to ignore. The Cobourg Recreation and Leisure Guide offers a unique, high-engagement physical touchpoint with a captive audience.

We will be printing 10,000 copies on matte stock, with a heavy, perfectly-bound cover. This is a 100-page guide that will stay in homes for the year. Distributed through town outlets. (Victoria Hall, Cobourg Public Library, Cobourg Community Centre, Cobourg Marina, participating businesses)



2026 EXPERIENCE COBOURG

RECREATION & LEISURE GUIDE

Experience **COBOURG**

Your STORY BEGINS HERE!

AD DEADLINE: January 31, 2026

LET'S CONNECT!

For more information, or to reserve your spot contact

Brittany Hosey

Business Development, Experience Cobourg
bhosey@cobourg.ca | 416-881-4556

ADVERTISING RATES

BACK COVER	\$1,349
INSIDE COVER.....	\$1,029
PAGE 3	\$999
FULL PAGE	\$979
HALF PAGE	\$479
THIRD PAGE	\$329
QUARTER PAGE.....	\$229

Prices above include print ad in guide and digital ad in online version.

CLICKABLE LINK + \$25
*Digital version only

All prices are plus HST



YOUR GUIDE TO EXPERIENCING **COBOURG**

Every year, thousands of visitors come to the Cobourg Beach and the Marina. Their first question is always the same: "Where should we go next?" When they open the Experience Cobourg Guide, will they see your business? This guide is the primary resource for visitors looking for that perfect meal, a unique gift, or a local hidden gem. Advertising here positions your brand as a leader in the Cobourg experience. From the historic charm of Victoria Hall to our five-star waterfront, your business belongs in the conversation of what makes Cobourg special.

Tourism in Cobourg is a major economic driver, but the Tourism Guide serves another secret audience: New Residents. With Cobourg's population growing, new neighbours use this guide as their "introduction to the town" to find their new favourite spots.

By advertising, you are capturing two markets for the price of one:

The Visitor: Looking for a one-time great experience.

The Local: Looking for a business they can return to again and again.

This publication will be distributed locally as well as in tourism hubs spanning from Ottawa to the Kawarthas, to the Niagara Region, to Rochester and New York state. Don't miss your chance to be part of this high-quality publication that helps define our town for the entire year.



2026 RATES + INFORMATION

SECURE YOUR SPOT NOW

THE COBOURG EXPERIENCE GUIDE

FULL PAGE AD

\$1399.00
+HST

Experience
COBOURG

Your STORY BEGINS HERE!

AD DEADLINE: MARCH 15, 2026

For inquiries and to reserve your ad space contact:

BRITTANY HOSEY

bhosey@cobourg.ca

905-375-3718

PUT YOUR BUSINESS IN THE HANDS OF 15,000 LOCALS, DAY-TRIPPERS, AND DESTINATION SEEKERS

This isn't just another publication. It's **the** guide to Cobourg. A premium, beautifully designed print piece that people actually keep on their coffee tables, not toss in the recycling bin.

We're printing **15,000 copies**, strategically placed in visitor centres, boutique shops, local cafés, and more. Distribution will stretch south over the border, west to Niagara, north to cottage country, and east to Ottawa.

The best part? **We're only selling 18 ads**, ensuring exclusivity and maximum exposure for your business.

THAT'S RIGHT— JUST 18.

Why so few? Because this guide is all about curation. It's about showcasing quality over quantity, and giving our advertisers the chance to truly stand out.

FOR JUST \$1399, YOU'LL GET:

- A 6"x9" full-page ad in a premium publication
- Professional design
- Long-lasting visibility
- Placement alongside engaging editorial that keeps readers turning pages

We're showcasing the very best of Cobourg, and we believe your business deserves to be in that spotlight.

EXPERIENCE COBOURG NEWSLETTER HEADER | 700px x 200px | 12,000 Subscribers
Appears at the beginning of the newsletter | First and Third Thursday each month
Single Placement †150 +hst · Single Ad | Monthly Placement †250 +hst · 2 Ads

WHAT'S COMING UP | MARK YOUR CALENDAR

GHOST WALKS	SANTA CLAUS PARADE	CHRISTMAS MAGIC	FIRST NIGHT
Event details, date, simple and concise.	Event details, date, simple and concise.	Event details, date, simple and concise.	Event details, date, simple and concise.



Feature Story and Content goes in this space
Includes an image and a story (300 words or less), as well as a button or hyperlink to the website or social media profile of your choice.

COST OF THIS FEATURE IS \$150+hst for one newsletter, 12,000 subscribers.

EXPERIENCE COBOURG DIGITAL NEWSLETTER

When our subscribers open their bi-weekly update, the first thing they see should be your brand. Our **Header Placement** offers unparalleled visibility, placing your business at the very top of the most anticipated local email in Cobourg.

People don't just want to see an ad; they want a recommendation. Our **Featured Partner** section allows you to blend in seamlessly with our editorial content. It's "Native Advertising" that feels like a tip from a friend rather than a sales pitch.

Repetition is the key to successful marketing. Our **Footer Placements** provide a cost-effective way to maintain a consistent presence in front of an active, local audience every two weeks.

Direct Access: Skip the social media algorithms and land directly in the inbox.

Engaged Audience: Our subscribers are "active seekers"—they've opted in specifically because they want to know where to go and what to do in Cobourg.

Mobile-Optimized: Your ad will look beautiful whether they are reading on a desktop at work or a smartphone at the beach.



EXPERIENCE COBOURG WEBSITE TOWN OF COBOURG WEBSITE CALENDAR OF EVENTS

EXPERIENCE COBOURG NEWSLETTER HEADER | 700px x 200px | 12,000 Subscribers
 Appears at the beginning of the newsletter | First and Third Thursday each month
 Single Placement *150 +hst · Single Ad | Monthly Placement *250 +hst · 2 Ads

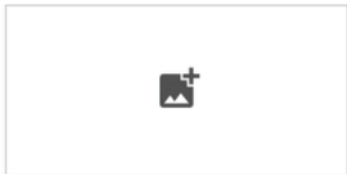
WHAT'S COMING UP | MARK YOUR CALENDAR

GHOST WALKS	SANTA CLAUS PARADE	CHRISTMAS MAGIC	FIRST NIGHT
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Feature Story and Content goes in this space
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 COST OF THIS FEATURE IS \$150+hst for one newsletter, 12,000 subscribers.

Experience Cobourg Newsletter Copy will go in this section.

Focus in this section will be on written content. Short, snappy and interesting for the audience. Hyperlinks and buttons may be used in this section.



This will be a highlight or an attention-getter with an image and a brief explanation. If a button is necessary, it will go at the top or bottom of the body copy.



This will be a highlight or an attention-getter with an image and a brief explanation. If a button is necessary, it will go at the top or bottom of the body copy.

EXPERIENCE COBOURG NEWSLETTER FOOTER | 700px x 200px | 12,000 Subscribers
 Appears at the beginning of the newsletter | First and Third Thursday each month
 Single Placement *125 +hst · Single Ad | Monthly Placement *200 +hst · 2 Ads



Experience Cobourg | Tourism Office: Cobourg Marina | Cobourg, ON K9A 0G1 CA

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PUT YOUR BRAND IN THE SPOTLIGHT

Our readers are engaged. Our newsletter is trusted. This is your chance to get into 12,000+ inboxes!

There are 3 advertising options to consider:

HEADER BANNER | 700px x 200px
 Single Placement · 1 ad · \$150+hst
 Monthly · 2 ads · \$250+hst

FEATURE SPOTLIGHT | 300 words
 Story, Picture, Link: \$315+hst

FOOTER BANNER | 700px x 200px
 Single Placement · 1 ad · \$125+hst
 Monthly · 2 ads · \$200+hst

Spots are limited.
 Secure your ad space today and connect directly with an audience that's ready to engage!



LET'S CONNECT!

For inquiries or more information, contact

Brittany Hosey

Business Development, Experience Cobourg

bhosey@cobourg.ca | 416-881-4556



2026 ADVERTISING + SPONSORSHIP
OPPORTUNITIES

GET NOTICED

**THE POWER OF
YOUR MESSAGE
AROUND TOWN**

Advertising opportunities are limited.

Don't miss your chance to be part of one of the exciting,
memorable publications in Cobourg.

For more information or to confirm your support:

Connect with Brittany Hosey
Business Development | Experience Cobourg
bhosey@cobourg.ca | 416-881-4556