



OTTAWA CHINATOWN
A multicultural village with an Asian flavour

Dear BIA Members,

The 2010 Chinatown Brochure was very well received by many tourist attractions and partners. Even Smith Falls Tourist Office requested for this product. We also heard from many businesses that they got clients who were directed by this brochure from the hotels they stayed. There is no question, this area, known by its brand name "Chinatown", built by all of you, is a destination for tourists and visitors. The gateway will further add a landmark to the map.

This year the BIA is updating the Chinatown Brochure. We are planning to print 30,000-35,000 copies. Again, it will be distributed to hotels (in Ottawa and Gatineau), tourist attractions, City Hall, the Ottawa airport and train station by the CTM Media Group from April to December 2012.

Attached is the layout of the 2010 brochure. The 2012 brochure will be in similar format but with different colors, pictures, ads. Please check your business information in the brochure and contact the BIA if you need to update the information.

If you would like to purchase an ad in the brochure, please contact the BIA office as soon as possible. The deadline for purchasing your ad is **March 15, 2012**.

Professional services will enjoy a complimentary but standardized business card size ad per business. However, please contact the BIA to reserve your space before March 15, 2012.

If you need the BIA office to help you create your ad, please do not hesitate to contact us.

The price list for the brochure ads (price only for print-ready ads)

Full page (cover)	\$388
Full page (inside)	\$338
Half page (inside)	\$158
Business card size	\$88

If you have any questions, please contact the BIA office. I am looking forward to hearing from you.

Yours truly,

Shirley Fang
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