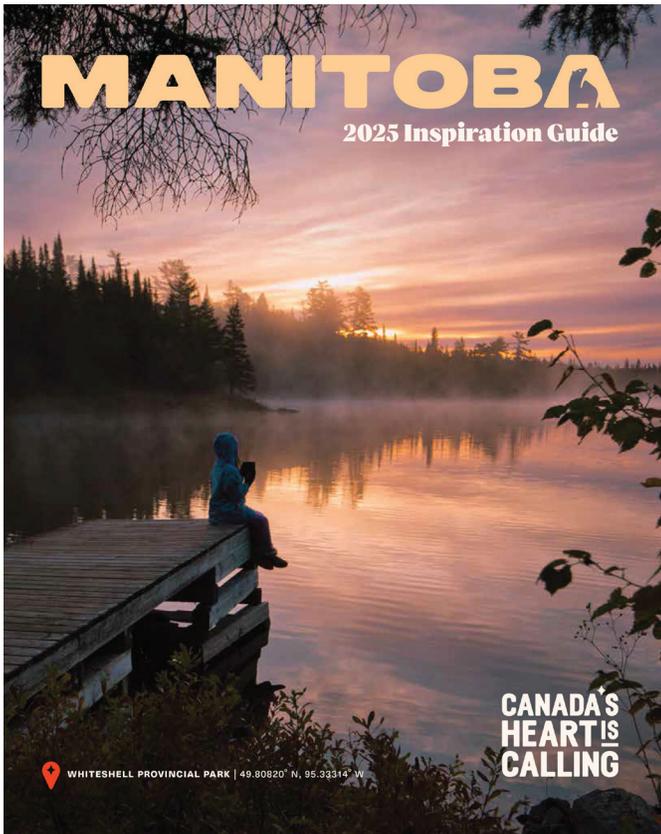


# 2026-2027 Inspiration Guide



Travel Manitoba's Inspiration Guide uses great images and short features to encourage potential visitors to choose Manitoba as their next travel destination. Partners can purchase ads, advertorial or image features to have their content appear alongside inspiring travel content.

The guide will be printed and widely distributed in 2026 through direct mail, key partners, visitor information centres, and by request via Travel Manitoba. It will remain available through 2027 and promoted via Travel Manitoba's marketing channels, with expanded distribution through newspaper inserts, visitor centres and strategic initiatives in key markets.

## Opportunities available:

- Outside back cover ad: \$7,000 (*Maximum one*)
- Inside front cover ad: \$7,000 (*Maximum one*)
- Inside back cover ad: \$7,000 (*Maximum one*)
- Full page ad: \$5,000 (*Maximum 12*)
- Full page advertorial: \$5,500 (*Maximum 8*)
- Half-page image feature: \$3,700 (*Maximum 6*)
- Third-page image feature: \$1,500 (*Maximum 12*)
- Partner spotlights: \$700 (*Maximum 8*)

**The Ultimate Getaway at Elkhorn Resort**

Experience a peaceful retreat in the heart of Manitoba's natural beauty at the Elkhorn Resort, your ideal destination for family fun, fishing adventures and serene relaxation. Nestled in the heart of Riding Mountain National Park, Elkhorn Resort is a sanctuary for those seeking to unwind, recharge and breathe in everything MB. The resort land is surrounded by a variety of recreational activities, including golf, hiking, and canoeing. The resort is a perfect destination for those seeking a peaceful retreat in the heart of Manitoba's natural beauty.

2026 INSPIRATION GUIDE 47

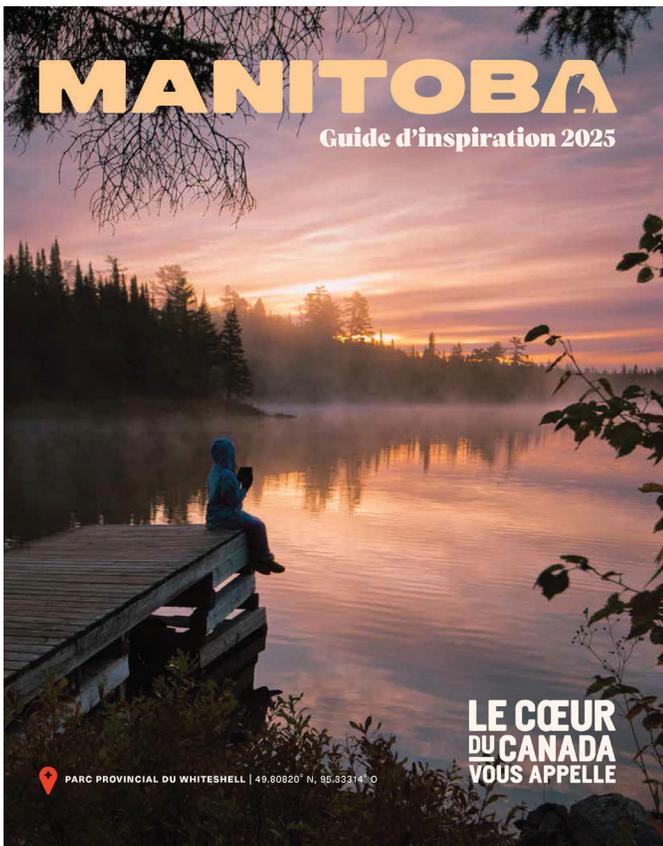
**Central Manitoba**

Explore What We're Famous For

Did you know, Manitoba isn't just famous for its natural beauty and cultural heritage. We're also known for our world-class dinosaur exhibits, including the largest dinosaur skeleton in the world. Discover the incredible world of dinosaurs at the Royal Ontario Museum's Dinosaur Hall, where you can see the largest dinosaur skeleton in the world. The Royal Ontario Museum's Dinosaur Hall is a must-see attraction for anyone interested in the world of dinosaurs.

2026 INSPIRATION GUIDE 48

# Guide d'inspiration 2026-2027



Le Guide d'inspiration de Voyage Manitoba utilise de superbes images et de courts articles pour encourager les visiteurs potentiels à choisir le Manitoba comme prochaine destination de voyage. Les partenaires peuvent acheter des publicités, des publiereportages ou des images pour que leur contenu figure aux côtés de contenus touristiques inspirants.

Le guide sera imprimé et distribué à grande échelle en 2026 par courrier direct, par l'entremise de partenaires clés, dans les centres d'information touristique et sur demande auprès de Voyage Manitoba. Il restera disponible tout au long de 2027 et sera promu à l'aide des canaux de distribution de Voyage Manitoba, ainsi que par le biais d'encarts dans les journaux, dans les centres d'accueil et dans le cadre d'initiatives stratégiques menées dans des marchés clés.

## Possibilités offertes :

- Publicité sur la couverture arrière (extérieur) : 7 000 \$ (maximum d'une publicité)
- Publicité sur la couverture avant (intérieur) : 7 000 \$ (maximum d'une publicité)
- Publicité sur la couverture arrière (intérieur) : 7 000 \$ (maximum d'une publicité)
- Publicité pleine page : 5 000 \$ (maximum de 12)
- Publiereportage pleine page : 5 500 \$ (maximum de 8)
- Image en vedette, demi-page : 3 700 \$ (maximum de 6)
- Image en vedette, tiers de page : 1 500 \$ (maximum de 12)
- Pleins feux sur un partenaire : 700 \$ (maximum de 8)

