

Yarmouth + Acadian Shores

WHERE THE STARS ALIGN

– 2026 Destination Guide Media Kit –



yarmouthandacadianshores.com

LEARN A LITTLE MORE ABOUT US

Yarmouth & Acadian Shores is located in Kespukwitk, one of seven districts in Mi'kma'ki, and is home to Wasoqopa'q First Nation. Mi'kma'ki is the traditional and unceded territory of the Mi'kmaq people.

The Yarmouth & Acadian Shores Tourism Association (YASTA) is a non-profit organization and the official Destination Marketing Organization (DMO) for Yarmouth & Acadian Shores. The three municipalities in Yarmouth County created YASTA as a partnership organization with the purpose of driving demand for travel to our destination. YASTA has

been promoting tourism activities within the Yarmouth & Acadian Shores region of Nova Scotia since 2010.

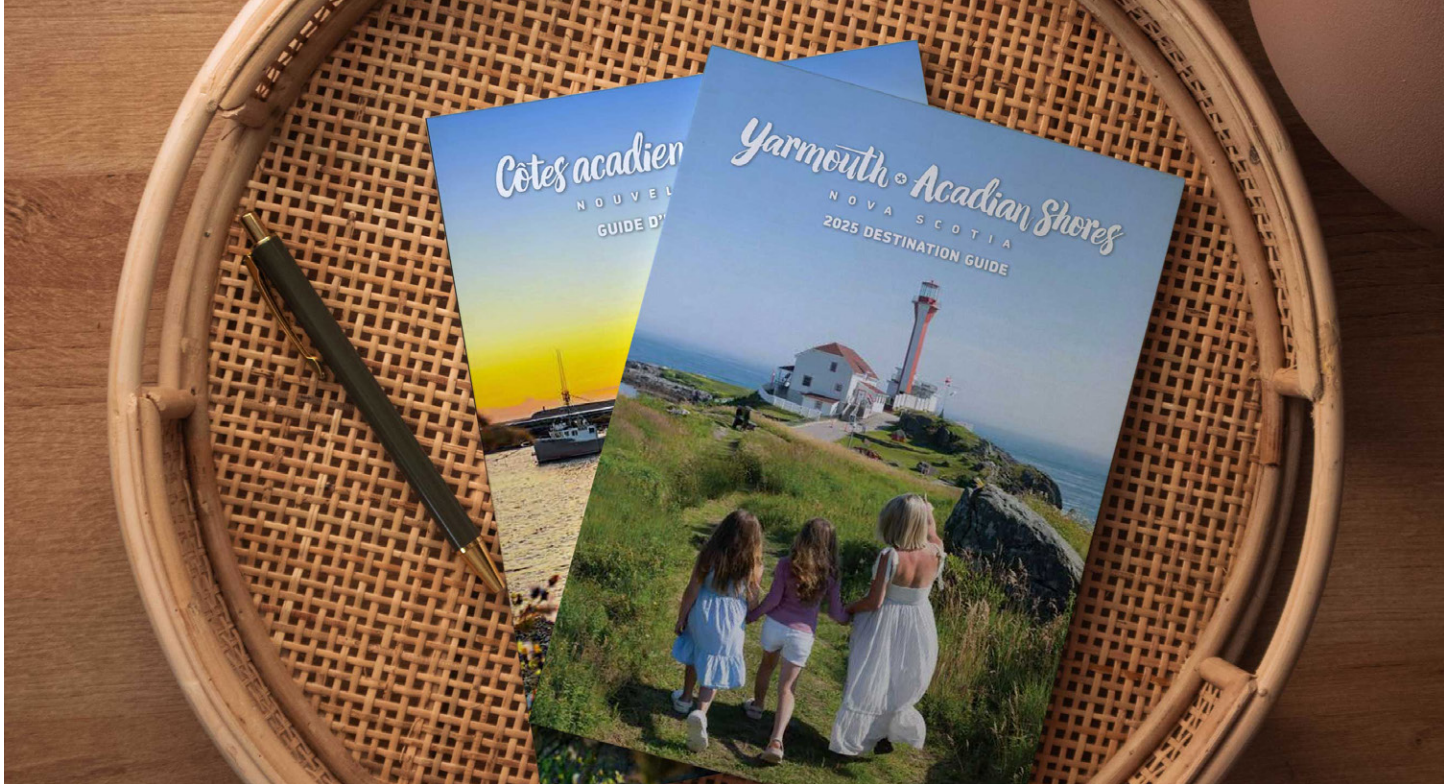
This means that YASTA aims to lead tourism development through product development and marketing—we're feircly proud of our region and want the world to see why.

To achieve this goal, we collaborate with tourism operators and various partners to promote authentic experiences and events while telling the unique story of Yarmouth & Acadian Shores. Successful execution of our work should lead to tourism growth and economic development in the region.

DID YOU KNOW?

- Our Acadian community is the largest in Nova Scotia. Keep an ear out for our French, and look for colourful Acadian flags waving in the breeze.
- We're home to some of the darkest skies in North America. The region recently received Certified Starlight Reserve and Certified Starlight Tourist Destination designations. And in 2018, AirBNB recognized Yarmouth & Acadian Shores as a trending Astro tourism destination, leading to strong growth in travel.
- The Southwest Nova UNESCO Biosphere Reserve is located here due to our unique approach to living and working in harmony with nature.
- Yarmouth & Acadian Shores is home to the largest and most diverse fishery in Atlantic Canada, and more lobster is landed in Southwestern Nova Scotia than anywhere in Canada.





DESTINATION GUIDE OVERVIEW

The Yarmouth & Acadian Shores Destination Guide is the region's flagship tourism publication, designed to inspire, inform, and guide travelers exploring Southwestern Nova Scotia. It serves as the primary planning resource for visitors and a year-round reference for local businesses, community partners, and tourism organizations.

CONTENTS & FEATURES

Signature Experiences – Showcasing the best Yarmouth & Acadian Shores experiences through compelling photography and storytelling.

Food & Drink – Celebrate the region's culinary scene with local seafood, Acadian specialties, and unique dining experiences.

Festival & Events – Discover vibrant cultural celebrations, music festivals, and seasonal events that bring Yarmouth & Acadian Shores to life.

Cultural Roots – Explore Acadian heritage, seafaring traditions, and the diverse cultural influences that shape the region.

Tours & Experiences – Find guided adventures, hands-on activities, and authentic ways to experience Yarmouth & Acadian Shores.

Maps & Itineraries – Navigate the region with easy-to-follow maps, scenic drives, and suggested trip ideas practical tools to help visitors plan their stay, with suggested day trips and scenic routes.



DISTRIBUTION

The Yarmouth & Acadian Shores Destination Guide is distributed widely across Nova Scotia and beyond to maximize advertiser reach. Copies are available at Visitor Information Centres, including Halifax Stanfield International Airport and on two Ferry Services: one international, one Provincial (The CAT Ferry & Fundy Rose MV), and are placed in hotels, inns, restaurants, attractions, and retail locations throughout the region. The Guide is also shared at regional events, travel trade shows, and tourism expos, ensuring exposure to travelers planning their trips in advance as well as those already in-destination.



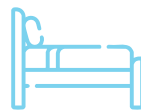
Visitor Information
Centres



On-board
Ferries



North American
Tradeshows



Accommodation
& Lodging



Events &
Activations



Regional Business
Operators



30K
Guides produced
in ENG & FR



30 VICs
distributed
across NS



2600+
on International
& Provincial
Ferries



10K
Local Operators /
Accommodations
& Lodgings



10+
Event Activations
& Consumer /
Trade Shows



**DESTINATION GUIDES
PRODUCED IN 2025**
30,000 (French and English)

WHY ADVERTISE?

Direct Access to Travelers – Reach thousands of visitors planning their trips and exploring the Yarmouth & Acadian Shores region.

Targeted Distribution – Available at Visitor Information Centres across Nova Scotia, local accommodations, restaurants, attractions, and via digital online viewing or download.

Year-Round Visibility – Printed and digital editions keep your message in front of travelers long after their first trip.

Trusted Resource – Recognized as the official regional tourism guide, providing credibility and alignment with the Yarmouth & Acadian Shores brand.

Diverse Audience – Attracts international ferry passengers, Maritime road-trippers, cultural explorers, and eco-tourists.

Cost-Effective Marketing – High value per impression compared to other forms of regional advertising.



DIGITAL DISTRIBUTION



In addition to print, the digital edition of the Yarmouth & Acadian Shores Destination Guide provides year-round global access to potential travelers. The guide is hosted online in an interactive, mobile-friendly format that makes it easy to browse on any device. It is promoted through the official tourism website, social media channels, e-newsletters, and partner networks, ensuring it reaches both leisure travelers planning their trips and travel trade professionals seeking reliable resources.



Digital access allows visitors to bookmark, share, and download the guide at any time, keeping advertiser messages top-of-mind well beyond the visitor’s stay. With built-in search functionality and direct links to advertiser websites, the digital edition offers measurable engagement and extended shelf life, delivering ongoing value long after the print copies have been picked up.

DISTRIBUTION OF DIGITAL CONTENT



WEBSITE

Content goes live on yarmouthandacadianshores.com

130k+ visitors per year



FACEBOOK

Organic Facebook post driving to content

13.5k+ followers

w / ORGANIC AMPLIFICATION



INSTAGRAM

Instagram Story driving to content

5k+ followers



E-NEWSLETTER

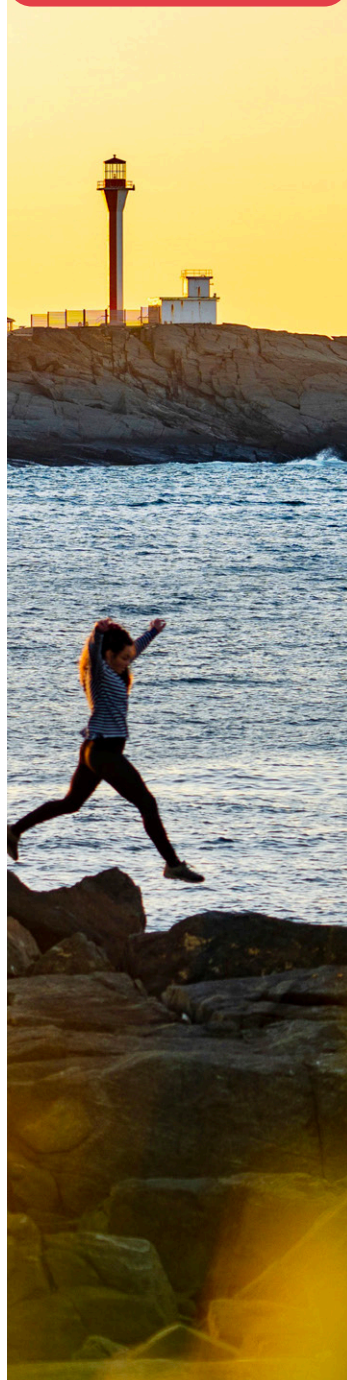
Instagram Story driving to content

10k+ Subscriber list



2026 RATE SPECIAL

Book your advertisement by January 15, 2026 and **SAVE \$100 ON A MAP INSERT AD**



AD RATES

The 2026 Yarmouth & Acadian Shores Destination Guide offers competitive advertising rates designed to deliver exceptional value and maximum exposure for your business. With flexible options advertisers can choose the format that best fits their marketing goals and budget. Special positioning opportunities, such as inside front cover, back cover, and section sponsorships, provide added visibility for those seeking standout impact.

By investing in the guide, businesses benefit from year-round distribution in both print and digital formats, ensuring that every dollar spent translates into meaningful reach with visitors actively planning their travel to the region.

All rates include placement in both the print edition and the digital edition of the guide, offering year-round visibility to local, regional, and international audiences.

AD SIZE / PLACEMENT	PRICE	NOTE
Full Page	\$1,950	Maximum visibility with a bold, full-page presence.
Half Page (Horizontal)	\$1,150	Strong impact at a mid-range price point.
Half Page (Vertical)	\$1,150	
One Third (Horizontal)	\$800	Compact yet noticeable space for your message.
Quarter Page (Vertical)	\$800	Compact yet noticeable space for your message.
Eighth Page	\$525	Cost-effective option for highlighting key details.

Special Positions

Back Cover	\$2,375	Premium placement with the highest visibility.
Inside Front Cover (IFC)	\$2,150	Prime positioning opposite the opening page.
Inside Back Cover (IBC)	\$2,150	Strong closing impression for readers

Map Pullout Insert

Advertisement	\$425	Affordable exposure directly on the visitor map.
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KEY DATES & DEADLINES

Rate Special Deadline	[January 15, 2026]	Last day to receive rate special offer.
Booking Deadline	[February 6, 2026]	Final day to reserve advertising space.
Material Submission Due	[March 6, 2026]	Camera-ready artwork and ad copy due.
Cancellation Cut-Off	60 days before publication	Written notice required. After this date, 100% of ad cost is payable.
Publication Date	[April 2026]	Official release of the Visitor Guide.
Payment Due	30 days from invoice	Net 30 terms apply. Interest may be charged on overdue balances.

Don't Wait! Reserve your space in the 2026 Guide today.

ADVERTISING MATERIAL SPECIFICATIONS

To ensure the highest production quality, all advertising materials must meet the following requirements:

- **File Format:** Ads must be submitted as high-resolution, press-optimized PDF files (print-ready).
- **Fonts & Images:** All fonts and images must be embedded within the file.
- **Colour:** All artwork and images must be supplied in CMYK. RGB files are not acceptable.
- **Resolution:** Minimum 300 dpi for all artwork and images.
- **Fractional Ads:** Must be created to exact size specifications. Do not include bleed or crop marks.
- **Full-Page / Double-Page Ads:** Include crop marks and 0.125" bleed. For double-page spreads, shift artwork outward to avoid loss in the gutter.
- **Image Files (for content ads):** High-resolution .jpg (300 dpi minimum).
- **Logos:** Accepted formats are .eps, .png, or high-resolution .jpg.
- **Native Files:** No native working files from design programs are accepted.

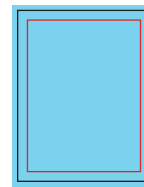
All materials should be generated through professional design software (Illustrator, InDesign, Photoshop) and exported to the required print-ready PDF specifications.

ADVERTISEMENT DESIGN

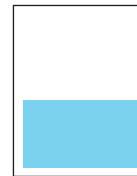
Professional advertisement design services are included in your advertising fees, ensuring your business is represented with a polished and effective ad. Our design team will work with you to create custom layouts that align with your brand while meeting the guide's technical specifications. Advertisers are welcome to provide logos, images, and copy, and our team will handle the creative assembly. Proofs will be supplied for review and approval prior to publication.

*Questions regarding the ad specifications or the submission process, please contact **Chris Abbott** at **902.740.2019** or **cabbott@yasta.ca**.

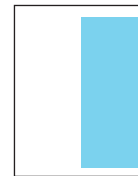
AD SIZE	SPECS
Full Page	5" x 7.875"
1/2 Page (Horiz.)	5" x 3.875"
1/2 Page (Vert.)	2.375" x 7.875"
1/3 Banner (Horiz.)	5" x 3.875"
1/4 Page (Vert.)	2.375" x 3.875"
1/8 Page	2.375" x 1.875"
SPECIAL POSITIONS	
Back Cover (FP)	5" x 7.875"
Inside Back (IBC)	5" x 7.875"
Inside Front Cover (IFC)	5" x 7.875"
GUIDE MAP INSERT	
Ad	2.5" x 2.75"



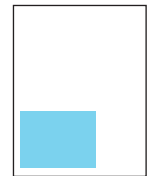
Full-Page
BK / IFC / IBC



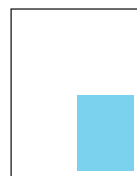
1/2 page
Horizontal



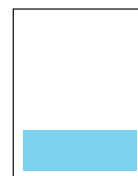
1/2 page
Vertical



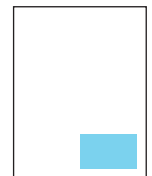
1/4 page
Horizontal



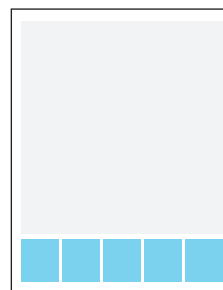
1/4 page
Vertical



1/3 Banner
Horizontal



1/8
page



Map Insert Adverts



TERMS AND CONDITIONS

Booking Confirmation

Advertising is confirmed once written notice is received from the advertiser and acknowledged by the Publisher (by email or in writing).

Cancellations

Written cancellation must be received 60 days prior to publication. After this date, a 100% cancellation fee applies.

Publisher's Rights

The Publisher reserves the right to refuse, amend, or reposition advertisements at its sole discretion. All ads must comply with Canadian advertising standards.

Advertiser Responsibility

Advertisers are responsible for ensuring their material complies with laws and regulations. The Publisher assumes no liability for errors in advertiser-supplied material.

Material Deadlines

Ad copy and artwork must be supplied according to the Publisher's specifications and deadlines. Late or missing materials may result in previous or substitute artwork being used.

Payment

Accounts are payable net 30 days from the invoice date. Interest may be charged on overdue balances.

Reserve your space today!

Don't wait to turn our thousands of eager followers into your new customers. Contact Charles Robicheau, Director of Destination Development and book your placement: crobicheau@yasta.ca or call 902.740.0439





- THANK YOU -

Yarmouth & Acadian Shores
WHERE THE STARS ALIGN

FOR INQUIRIES CONTACT:

Charles Robicheau
Director of Destination Development
Yarmouth & Acadian Shores Tourism Association (YASTA)
T: 902-740-0439 | E: crobicheau@yasta.ca

yarmouthandacadianshores.com