

Meaford Apple Advertising Packages



The Meaford Apple is a prominent tourism hotspot, with over 13,000 visitors in 2020 seeking information about local events and attractions.

Located in a high-visibility spot on the main street of downtown Meaford, the Big Apple is situated close to restaurants and shops, popular parks, Market Square, Meaford Hall, and more.

The most common reasons travellers cite visiting the area include photos with the Big Apple, farmers markets, and browsing the downtown core during day trips.

Local businesses have the opportunity to advertise at the Meaford Apple between early July and late October. Advertisements may include direct business advertising, sales event advertising, advertising of non-sales events, fundraising, and more. Giveaways and additional promotions are encouraged.

Advertising Packages:

There are three advertising packages available:

Long Weekend Special

Friday at noon to Sunday at 3:00pm | **\$399.99 members, \$499.99 non-members** (no hst)

During long weekends in the Summer, concerts often take place in Market Square directly behind the Apple. Concerts draw large crowds of people, bringing many to the Big Apple for fun, information, photos, and more.

Included:

- A paid local social media campaign
- A live 10 minute social media feature/interview hosted by the Meaford Chamber of Commerce
- A business card sized ad in the Meaford Independent newspaper
- Your banner on the Big Apple from Friday afternoon until Sunday afternoon
- Use of the space in front of the Big Apple, on either side of the tourism window, to set up an advertising table and/or sales table

Weekend Package:

Friday at noon to Sunday at 3:00pm | **\$239.99 members, \$299.99 non-members** (no hst)

On Fridays from noon to 4:00pm several vendors set up at Market Square directly behind the Meaford Apple, attracting large crowds of shoppers and tourists. This package is not available on long weekends.

Included:

- A paid local social media campaign
- A live 10 minute social media feature/interview hosted by the Meaford Chamber of Commerce
- Your banner on the Big Apple from Friday afternoon until Sunday afternoon
- Use of the space in front of the Big Apple, on either side of the tourism window, to set up an advertising table and/or sales table

Weekday Package:

Monday at noon to Friday at 11:00am | **\$159.99 members, \$199.99 non-members** (no hst)

Included:

- A live 10 minute social media feature/interview hosted by the Meaford Chamber of Commerce
- Your banner on the Big Apple from Monday afternoon until Friday morning
- Use of the space in front of the Big Apple, on either side of the tourism window, to set up an advertising table and/or sales table

Non-Profit Organizations

Special rates are available to non-profit organizations. Contact admin@meafordchamber.ca for more details.

Conditions

The pathway walking up to the Apple window cannot be blocked. Sales are permitted, and sale of consumable goods must meet local regulations. Tents and sunshades are not permitted. Only the space in front of the Meaford Apple is included; entrance to the Apple is not permitted. Unfortunately, Apple staff are not available for assistance at this time. Banners, tables, and any other required supplies are not supplied. Banners can be a maximum size of 6 feet long and 2 feet high. Banners must be installed by Chamber representatives only, no holes or markings may be made on the outside of the Big Apple.