

# 2026 Marketing Opportunities



Tourism PEI is offering operators selected digital marketing opportunities for 2026.

**Newsletter Advertorials:** Reach potential visitors via the Tourism PEI monthly e-newsletter with a distribution of 130,000+ English subscribers and 30,000+ French subscribers. This is a chance to showcase your business with 150 words, up to three images and a direct link to your website. **\$1,800 per edition**

**Sponsored Links:** A sponsored link ensures that your listing is displayed at the top of your category, making it one of the first that potential visitors see on TourismPEI.com. This product is sold using a cost-per-click formula.

**500 clicks \$1,000 | 1,200 clicks \$2,000 | 2,000 clicks \$3,000**

**Box Ads:** Box ads are displayed on TourismPEI.com, catching the potential visitors' attention while browsing. For this product, you pay based on the number of times your ad is displayed, not clicks.

**30,000 impressions = \$1,000 | 60,000 imp = \$2,000 | 100,000 imp = \$3,000**

We look forward to working with you! To book, please contact:

**Amanda Pollak**

Advertising & Media Officer, Tourism PEI

PH: 902-368-5522

Email: [adpollak@gov.pe.ca](mailto:adpollak@gov.pe.ca)

