

# 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](http://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](http://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)

