



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. 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

TourismPEI.com Sponsored Links

A sponsored link ensures that your listing is displayed at the top of your category, making it one of the first that 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 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 impressions =
\$2,000

100,000 impressions =
\$3,000



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

Heather MacAulay

Volume18

Tourism PEI Advertising Partner

902-940-1916

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Social Media Content Features

Level 1

In Feed Static Post - Photo*

\$3,000

Level 2

Story Set - Photo and Video; 6 slides*

\$1,500

Level 3

Reel - Video*

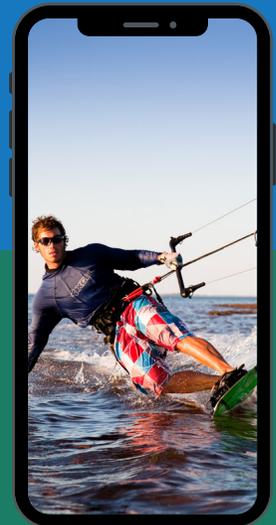
\$4,000

Level 4

In Feed + Reel - Photo and Video*

\$6,000

*Maximum one per week



Tourism PEI

142k followers
58 million views in 2025



@tourismpei

83k followers
24 million views in 2025

