



Request for Proposals

2027 Eastern Manitoba Visitors Guide Publishing Partner

1. Introduction

The Eastern Manitoba Tourism Association Inc. is inviting proposals from qualified publishing companies interested in partnering with EMTA to produce the 2027 Eastern Manitoba Visitors Guide. EMTA is seeking a publishing partner with demonstrated experience in advertising sales, publication layout and design, visitor guide production, and print coordination. The successful proponent will work with EMTA on a profit-sharing basis.

The Visitors Guide highlights events, festivals, attractions, tourism experiences, and businesses throughout the eastern region of Manitoba. The guide also provides advertising opportunities for businesses, tourism operators, organizations, and other interested advertisers.

2. Scope of Work

The selected publishing partner will be expected to provide services that may include, but are not limited to:

- Advertising sales and advertiser coordination.
- Publication layout, design, and formatting.
- Development and management of a production timeline.
- Proofing support and coordination of revisions with EMTA.
- Printing coordination, where applicable.

- Delivery or distribution coordination, where applicable.
- Regular communication with EMTA throughout the production process.

3. EMTA Responsibilities

EMTA will provide the successful proponent with available visitor guide content, photos, branding materials, advertiser information, and past guide examples, where applicable.

4. Proposal Requirements

Proposals should include the following information:

- Company profile and relevant experience.
- Examples of similar publications or visitor guides produced.
- Proposed approach to advertising sales, design, production, proofing, printing, and delivery. The anticipated cost of advertising in the Guide for 2027.
- Proposed profit-sharing model.
- Estimated production timeline.
- Names and contact information for key project contacts.
- References, if available.

5. Evaluation Criteria

Proposals will be reviewed based on the proponent's experience, quality of previous work, proposed approach, ability to meet timelines, communication process, and proposed profit-sharing model.

6. Questions and Clarification

Questions or requests for clarification may be directed to Michelle Gawronsky at admin@eastmantourism.ca or 204-451-1757.

7. Submission Instructions

Proposals must be submitted by 4:30 p.m. Central Time on August 15, 2026.

Submissions may be sent by email to admin@eastmantourism.ca or by mail to Box 9, Vita, Manitoba R0A 2K0.