



kingston  
and area  
association  
of museums  
art galleries +  
historic sites

# KAM Collaborative Marketing Program

## Take a Closer Look!

2026



# Why Your Participation Matters...

At KAM, we're committed to keeping marketing cost-effective and impactful for our members. The key to making this happen? Strong participation from all of us!

We regularly review the value and reach of our marketing activities to ensure you're getting the best return on investment. Every dollar counts, and we make sure it works hard for you.

# How Does Collaborative Marketing Help YOU?

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## Why Marketing Matters

- **Strategic location:** Kingston is one of the largest urban centres between Toronto and Ottawa and a major regional travel hub
- **High visitor volume:** Kingston alone consistently welcomes over 2.5 million visitors each year, and this number continues to grow
- **Large nearby audience:** 15 million people live within a three-hour drive of the city
- **Year-round tourism:** A steady flow of visitors across all seasons—not just peak months
- **Dual reach:** Effective marketing connects both visitors and local audiences

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## Our Role: Amplifying Your Story

- **Launchpad, not a rebrand:** KAM promotes your site without changing your identity. We work collaboratively with Members to highlight each site's unique story
- **Stronger together:** Cultural heritage experiences are marketed collectively and take advantage of KAM's channels and reach
- **Expanded impact:** KAM has partnerships with regional destination marketing organizations like Tourism Kingston, Naturally L&A, and others to increase member visibility throughout the region
- **The result:** Your story reaches broader audiences while staying uniquely yours!

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## Your Participation = High Impact

We're committed to keeping marketing high-impact and cost-effective, but that only works with strong member participation!

Our 2026 Collaborative Marketing Program offers three options:

- **Basic** – Included with Membership, this level ensures social media engagement and website presence.
- **Enhanced** – Boosts visibility through the NEW Take a Closer Look program, including premium rack cards, premium racking placement throughout the region, digital ads, and placement in key trade publications
- **Showcase Add Ons** – Stand out by creating or refreshing your banners and route signs

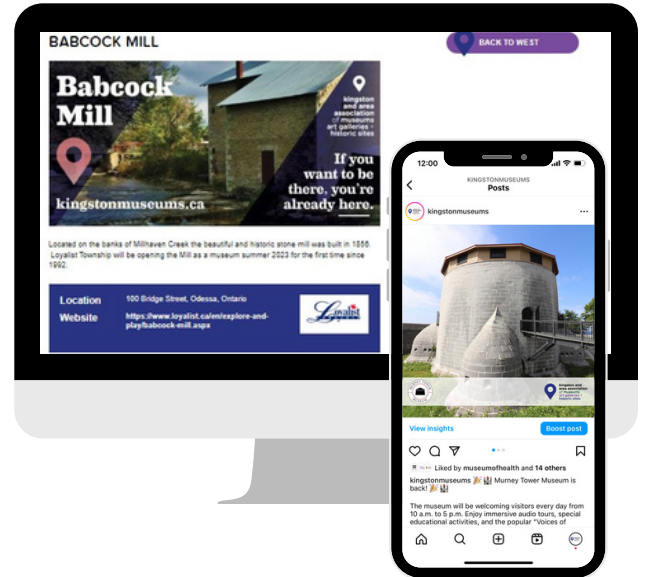


# BASIC

Included with Membership

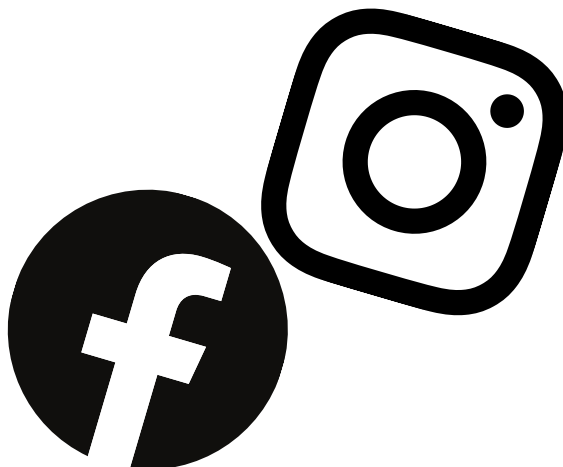
## Overview

The Basic level provides every KAM member with a reliable foundation of digital visibility. This tier keeps your organization present and discoverable through social media engagement, up-to-date information on the KAM website, and KAM's general heritage sector promotion.



### Features include:

- Following your organization's pages and basic engagement e.g. liking/sharing posts. Just tag us!
- Regular upkeep of your organization's KAM website Explore page.
- Promotion through KAM's Jonview Canada and Group Tour magazine ads, with a URL leading to KAM's Explore pages





## **BASIC**

# **Package Details**

### **Social Media Engagement and Website**

- KAM will consistently update your KAM Website “Explore” page upon request. Please provide KAM with any updates to operating hours, admissions, contact information, or any other operational changes. You will also have access to edit your Explore Page through your website Log-In.
- The Basic level social media engagement includes KAM following your organization on Facebook and Instagram. KAM will also “Like” and “Share” posts that KAM is tagged in. Please use:
  - **Instagram: kingstonmuseums**
  - **Facebook: Kingston & Area Association of Museums, Art Galleries & Historic Sites**
- KAM will promote the heritage sector, community, and membership in general social media posts. These posts will not be dedicated to an individual site, but will promote the region’s museums as a whole.

### **Print Media**

- In partnership with Tourism Kingston, KAM will be promoted through their 1-page ad in Jonview Canada and Group Tour publications. This will allow readers to quickly access KAM’s Explore webpages.



# ENHANCED

\$163.72 + HST (\$185.00 total)

## Overview

The Enhanced level increases your visibility across Kingston and the region. Your organization will benefit from eye-catching rack cards with premium placement at high-traffic visitor hubs, along with elevated digital advertisements. You will also benefit from increased social media exposure and engagement. Your fee goes directly to rack card design and printing, racking fees, and digital ad displays. Inclusion requires annual buy-in.



### Features include:

- All Basic level features
- Inclusion in the Take a Closer Look rack card with QR link to the all new digital brochure and curated Google Map
- Premium racking at key locations managed by Tourism Kingston
- Custom digital display ads, featured on display screens in the Kingston Visitor Information Centre and Kingston Penitentiary
- Enhanced Social Media engagement with curated posts, personalized shares for events and updates, and special member highlight posts developed in consultation with each site





## ENHANCED

# Package Details

### Social Media Engagement

- Enhanced social media engagement includes personalized, curated posts that highlight your site. These will include:
  - Personalized reposts for content KAM is tagged in, or when directly requested by participants. Please use:
    - **Instagram: kingstonmuseums**
    - **Facebook: Kingston & Area Association of Museums, Art Galleries & Historic Sites**
  - One “Site Highlight” post developed in consultation with your site and posted based on your schedule/season to maximize impact
  - Inclusion in KAM’s “What’s ON” story post and reel, posted monthly from June to September, and seasonally throughout the rest of the year (to maximize impact for peak season)

### Take a Closer Look Rack Card and Digital Brochure

- In 2026, KAM will adopt an evergreen rack card format to reduce member costs, promote sustainability, and prevent the distribution of outdated information.
- Individual site names WILL NOT appear on the rack card itself. Instead, the rack card will feature a QR code that links to an all-new Take a Closer Look digital brochure optimized for mobile devices
- The new digital brochure will expand on the traditional printed brochure, with each participant having more space to promote their site. This will include:
  - High-quality image gallery showcasing your site
  - A Why Visit section highlighting what makes your site unique
  - Space to share your site’s Top Experiences, Special Offerings, and Fun Facts
  - Plan Your Visit information to prepare visitors for your site experience
  - Inclusion on a curated Google Map to ensure each site’s visibility and accurate information.
- The rack card QR code connects potential visitors to your site in a quick, effective, and accessible way. No need to search through multiple website pages and easy to use on the go!



## ENHANCED

# Package Details

### Digital Ads and Rack Card Distribution

- Racking services and digital display ads are provided by Tourism Kingston through their ENHANCED PROFILE PROGRAM.
- Digital ads include an individual static ad for each participating site, featured on two display screens at the Visitor Information Centre, plus a display screen at Kingston Pen (seasonally)
  - Ads rotate on a schedule, appearing about 10 times per hour, for a total of around 120 showings per day in peak season
  - KAM will work with participating sites to create ads and forward them to Tourism Kingston
  - Designs can be changed every month; keep what's working or contact KAM to switch it up
- Tourism Kingston rotates racking placement based on available space. Locations include:
  - Kingston Visitor Information Centre
  - Athletics & Recreation Centre, Queen's University
  - Endaayaan – Tkanónsote Residence, Queen's University (seasonal)
  - INVISTA Centre
  - Kingston Airport
  - Kingston Penitentiary (seasonal)
  - Portsmouth Olympic Harbour
  - St. Lawrence II ship
  - Inclusion at Tourism Kingston-staffed booths and sporting events (year-round)
  - Racking will also include any KAM members interested in distributing the rack card at their sites.

# **SHOWCASE ADD-ONS**

(See Pricing Below)

## Overview

Showcase Add-ons support members looking to strengthen their physical presence across Kingston. This tier enables the creation or refresh of museum route signs and banners, ensuring your organization stands out in the city's cultural landscape.



## **Kingston Route and Wayfaring Signs:**

- The Museum Route and Wayfaring signs help residents and visitors find your site!
- \$150 +HST (\$169.50 total) per sign



## **Downtown Kingston Banners:**

- Banner featuring your site name on a downtown street during peak summer months
- \$200 +HST (\$226.00 total) per banner



**PLEASE CONTACT KAM**  
**FOR PRODUCTION**  
**TIMELINE**



# **Have Questions? Please Contact Us**

***Kingston & Area Association of Museums, Art Galleries  
and Historic Sites (KAM)***

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