



2018 Ontario's Lake Country Visitor Guide

THE LARGEST DISTRIBUTION

40,000 guides are distributed throughout the year ensuring YOUR BUSINESS is promoted to the greatest number of tourists compared to any other publication for Ontario's Lake Country.

EARLY REACH FOR POTENTIAL CUSTOMERS

Distribution begins at the Toronto Boat Show - the first consumer show of the year, and one of Canada's largest. Distribution continues at many other major tourism related shows throughout 2017. Here are some of the major shows we have attended in the past: Toronto Golf & Travel Show, Toronto International Bike Show, Toronto Sportsmen's Show, Ottawa Travel Show & Spring Cottage Life Show.

TARGETED DISTRIBUTION

We focus on distributing the guide to tourists planning their next vacation. Distribution spans Ontario, into Quebec and northern New York State. It includes tourist outlets, information centres, major attractions in the GTA, Chamber of Commerce offices, hotels, restaurants,

EXCELLENT WEBSITE TRAFFIC

Your business can reach users of www.OntariosLakeCountry.com! Our interactive, comprehensive and user-friendly website provides a great compliment to the visitor guide. Our website has received over 327,000 sessions, and 647,000 pageviews in the last year. Not only will the guide become an interactive flip book online, but you can increase your website traffic exponentially with an enhanced listing, banner ads and more!

ABOUT ONTARIO'S LAKE COUNTRY

Ontario's Lake Country (OLC) is the Destination Marketing Organization (D.M.O.) for Orillia, Oro-Medonte, Rama, Ramara and Severn. OLC actively encourages visitors to stay longer, and return often to "Orillia & Area's Four Season Playground" This is done by building awareness through our visitor guide, digital advertising campaigns, website, consumer shows, monthly e-newsletters, programs and contests. OLC is proud of our accomplishments with product development including: Flavours, Tap into Maple, Fall Tours, and our new Paddling Guide.

OLC is a proud to work regularly with ONTARIO TOURISM (www.OntarioTravel.net), MINISTRY OF TOURISM, CULTURE & SPORT (www.Ontario.ca), RTO7/BRUCEGREYSIMCOE (www.BruceGreySimcoe.com), TOURISM SIMCOE COUNTY (www.Experience.Simcoe.ca) DOMB (DowntownOrillia.ca), Municipalities & Local Chamber of Commerce.

Ontario's Lake Country Tourism Marketing Board 22 Peter St. South, Box 2525, Orillia ON L3V 7A3
Telephone: 705-325-9321 Fax: 705-325-6817 Email: info@ontarioslakecountry.com
www.OntariosLakeCountry.com



BOOK NOW!

DON'T MISS OUT!

VISITOR GUIDE PRINT ADVERTISING OPPORTUNITIES (subject to change)

Advertising in our annual visitor guide should not be missed! Opportunities are affordable for as low as \$99.00 (that's only \$8.25/month).

EARLY BIRD DISCOUNTS - MUST BE PAID IN FULL BY AUGUST 31ST:

- 1/2 page guide ad or larger receives a FREE One-Year Enhanced Website Listing (valued at \$150)
- Purchase of a 1/2 page guide ad or larger + website ad, receive an enhanced listing + an additional 10% discount on the website ad.

Listing	Details	Included	Rates	Early Bird Bonus
Directory Listing	Address, contact & checklist items	Map Locator	\$99.00	

Ad	Size	Included	Rates	Early Bird Bonus
Back Cover	5.25" wide x 8.25" high (bleeds additional)	Listing with Locator	\$1,999.00	Enhanced Web. Listing
Inside Front Cover	5.25" wide x 8.25" high (bleeds additional)	Listing with Locator	\$1,799.00	Enhanced Web. Listing
Inside Back Cover	5.25" wide x 8.25" high (bleeds additional)	Listing with Locator	\$1,699.00	Enhanced Web. Listing
Full Page	4.75" wide x 7.50" high	Listing with Locator	\$1,599.00	Enhanced Web. Listing
Half Page Horizontal	4.75" wide x 3.75" high	Listing with Locator	\$899.00	Enhanced Web. Listing
Half Page Vertical	2.312" wide x 7.50" high	Listing with Locator	\$899.00	Enhanced Web. Listing
Third Page	4.75" wide x 2.5" high	Listing with Locator	\$649.00	
Quarter Page	2.312" wide x 3.812" high	Listing with Locator	\$499.00	
Sixth Page	1.5" wide x 3.812" high	Listing with Locator	\$349.00	
Coupon	Double sided, creation complimentary	Listing with Locator	\$349.00	

* Each purchased ad comes with 1 listing and map locator

ARTWORK REQUIREMENTS **ARTWORK IS DUE BY SEPTEMBER 30, 2017!**

High resolution Adobe PDF files, CMYK colour in 300dpi or higher with fonts embedded. All ads must be print ready except for the coupons and directory listings, otherwise there is an additional cost for ad creation. If seeking assistance, a logo in high resolution (300 dpi), and any other graphics of photos will be required for your ad.

OJIBWAY BAY MARINA
Covered & Open Slips
Transient Overnight Dockage
Gas Dock • Boat Storage
Marine Service • WiFi
www.OjibwayBayMarina.ca

Black River Wilderness Park
Daily & Weekly Rentals!
CAMPING • RV SITES • CABINS
Call or Email for Reservations:
705-888-2502 • 705-888-1298
jobs@blackriverwildernesspark.ca
1 Hwy #169 South of Wasaga

The Gathering Place
SHOP where you play
Visit our newly renovated stores along with the new **Tim Hortons** in Casino Rama Resort!

BAFM Barrie Automotive Flea Market
SPRING '17 June 1-4
FALL '17 Sept 7-10
705-487-3663
www.thebafm.com

RIVER CRUISES
Cruise Ontario's magnificent heritage canals along 56km of scenic lakes, rivers and locks in the comfort of the 45' passenger Kewartha Voyageur riverboat with dining room, lounge, and twin lower berth cabins with private facilities.
5 DAY VOYAGES
1-800-561-5767
www.rivercruises.com

MARIPOSA FOLK FESTIVAL
JULY 7-9, 2017
TUDHOPE PARK, ORILLIA
10 STAGES
OVER 100 PERFORMANCES
CAMPING
KIDS' FOLKPLAY
PUB STAGE
ARTISAN VILLAGE
MARIPOSAFOLK.COM

Orillia Cruises
Buy 1 Regular Ticket
Get 1 Ticket at 1/2 PRICE!
www.OrilliaCruises.com

HEWITT'S FARM MARKETS
FREE 4 pack of BUTTER TARTS
With minimum \$10 purchase
705-325-3000 • 3331 Town Line Rd., Severn
www.HewittsFarmMarkets.com

APPLE ANNIE'S Cafe & Shop
10% OFF
Your order at The Cafe
Including daily homemade soups, pastas, fresh sandwiches, soups, salads, desserts & more! Lattes, specialty coffees & more!
101 Mississauga Street East, Orillia, ON
705-326-7778 • www.appleannies.ca

APPLE ANNIE'S Cafe & Shop
FREE 1/4 lb of Fudge
With minimum purchase of \$5
HOMEMADE FUDGE
20 Flavours to mix and match any way you like!
Hewitt's Farm Market Building
3331 Town Line East, Orillia, ON
705-326-4336 • www.appleannies.ca

MOUNT ST. LOUIS MOONSTONE
BUY ONE GET ONE FREE
BEGINNER SKI & BOARD PACKAGE
www.MountStLouis.com
705-835-2112

Rama Country Market
across from Casino Rama
COUPON
FREE can of pop
with any chocolate bar purchase

DIGITAL MARKETING OPPORTUNITIES (subject to change, first come first serve)

Ontario's Lake Country is engaged in a comprehensive digital marketing campaign worth over \$200,000 driving consumers and social media users to our website. As a result, the website has seen a 36% increase in sessions, and 36% increase in pageviews over the last year! Don't miss out on getting your business noticed and in front of all these potential visitors.

EARLY BIRD DISCOUNTS - MUST BE PAID IN FULL BY SEPTEMBER 1ST:

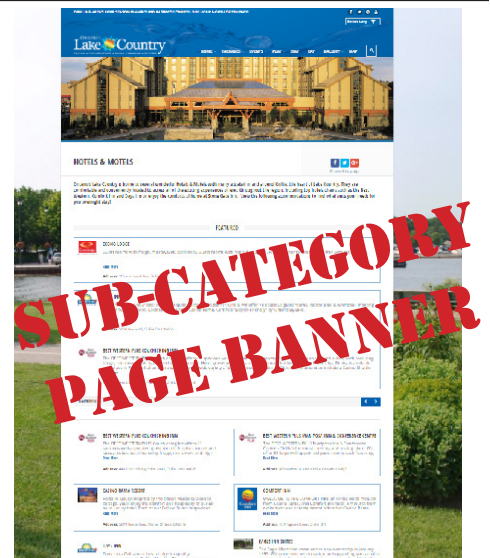
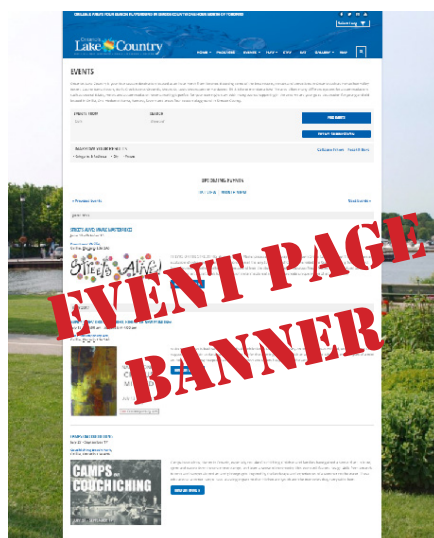
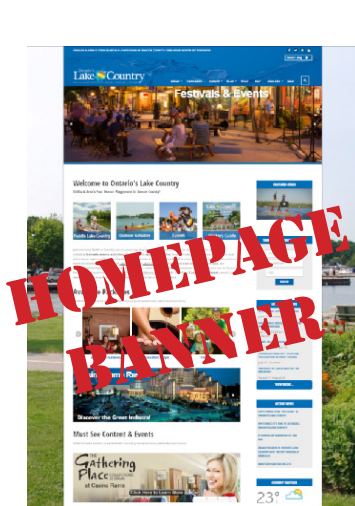
- 1/2 page guide ad or larger receives a FREE One-Year Enhanced Website Listing (valued at \$150)
- Purchase of a 1/2 page guide ad or larger + website ad, receive an enhanced listing + an additional 10% discount on the website ad.

Listing	Details	Rate	Description
Enhanced Website Listing	1 web page	\$150.00/year	See following page

Website Ads	Size	Rates	Description
Homepage Slideshow Banner	690 px wide x 300 px high	Starting at \$200.00 for 3 months	Rotating Banner (5 positions avail)
Homepage Banner	675 px wide x 200 px high	Starting at \$150.00/month	Stagnant (max. 1 position avail)
Events Page Banner	1920 px wide x 550 px high	Starting at \$75.00/month	Rotating Banner (5 positions avail)
Sub-Category Page Banner*	1920 px wide x 550 px high	Starting at \$100.00/month	Rotating Banner (3 positions avail)

*Note: the first position is reserved for Ontario's Lake Country, as it is currently used for Basic Listings

Other Digital Ads	Size	Rates	Description
E-Newsletter Feature	336 px wide x 448 px high	\$50.00/month	Image feature with direct link to your website
Blog	Up to 1,000 words with photos	\$250.00 for professional	Website feature (home page & news), plus social media

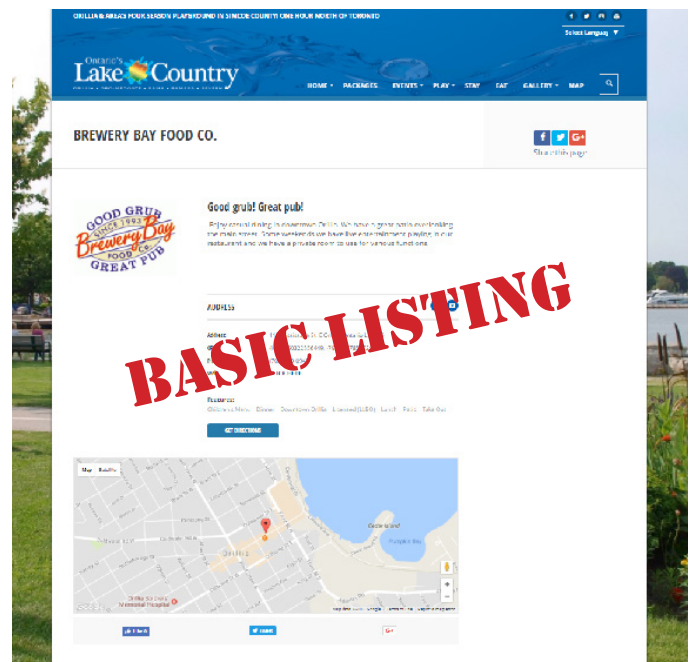
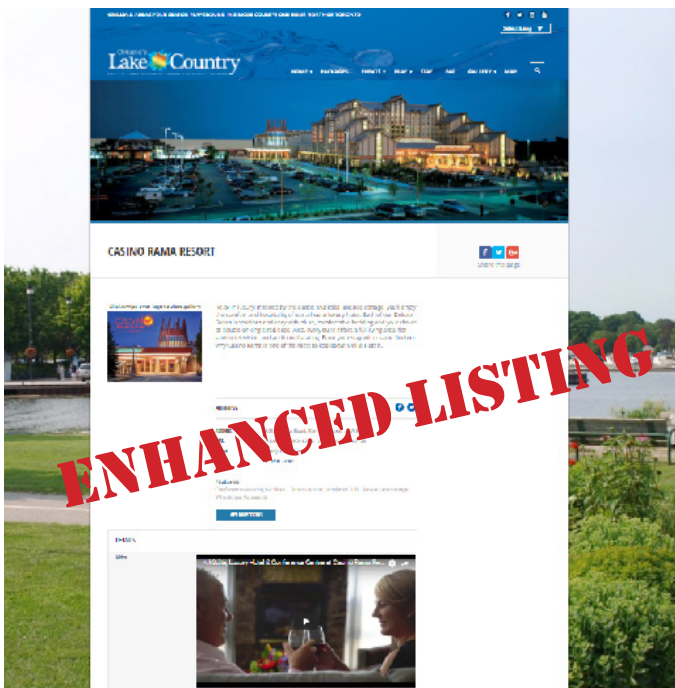


BASIC VS. ENHANCED WEBSITE LISTING

All tourism related businesses located within the boundaries of Ontario's Lake Country have the opportunity to choose between two types of website listings on the OLC website: Basic or Enhanced*. You can add events, overnight packages and experiences. All members will be contacted on a monthly basis through our e-newsletter and will be provided information on new marketing opportunities and more.

* Any tourism related business located outside of OLC boundaries can purchase a membership and receive aa listing for \$150.00/year.

Features	Basic Listing	Enhanced Listing
Description (400 - 600 characters)	✓	✓
Logo (250 px wide x 175 px high)	✓	✓
Map with Locator Dot	✓	✓
Contact Information	✓	✓
Website Link	✓	✓
Social Media Links	✓	✓
Event Listings	✓	✓
Package Listings	✓	✓
Listing Banner (1920 px wide x 550 px high)		✓
5 Rotating Images (400px wide x 300 px high)		✓
YouTube Video		✓
Priority Listing on Category Pages		✓
FEE	Included for Members	\$150/year (+HST)



Booking Page

VISITOR GUIDE	Listing	Details	Rate	Subtotal
<input type="checkbox"/>	Directory Listing	Address, contact & checklist items	\$99.00	
VISITOR GUIDE	Ad	Size	Rate	Subtotal
<input type="checkbox"/>	Back Cover	5.25" wide x 8.25" high (bleeds are additional)	\$1,999.00	
<input type="checkbox"/>	Inside Front Cover	5.25" wide x 8.25" high (bleeds are additional)	\$1,799.00	
<input type="checkbox"/>	Inside Back Cover	5.25" wide x 8.25" high (bleeds are additional)	\$1,699.00	
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<input type="checkbox"/>	Sixth Page	1.5" wide x 3.812" high	\$349.00	
<input type="checkbox"/>	Coupon	Double sided, creation of coupon complimentary	\$349.00	
<input type="checkbox"/>	EARLY BIRD 1/2 page ad or larger, receives a FREE Enhanced Listing			
WEBSITE	Listing	Details	Rate	Subtotal
<input type="checkbox"/>	Enhanced Web. Listing	1 web page	\$150.00	
WEBSITE	Ad	Size	Rate	Subtotal
	HOMEPAGE SLIDESHOW BANNER	690 px wide x 300 px high		
<input type="checkbox"/>	3 Months in First Position		\$300.00	
<input type="checkbox"/>	3 Months in Second Position		\$275.00	
<input type="checkbox"/>	3 Months in Third Position		\$250.00	
<input type="checkbox"/>	3 Months in Fourth Position		\$225.00	
<input type="checkbox"/>	3 Months in Fifth Position		\$200.00	
<input type="checkbox"/>	SQUARE HOMEPAGE AD	300 px wide x 300 px high	\$100.00	
<input type="checkbox"/>	Monthly Homepage Banner	675 px wide x 200 px high	\$150.00	
<input type="checkbox"/>	EVENTS PAGE BANNER	1920 px wide x 550 px high		
<input type="checkbox"/>	1 Month in First Position		\$125.00	
<input type="checkbox"/>	1 Month in Second Position		\$100.00	
<input type="checkbox"/>	1 Month in Third Position		\$75.00	
	SUB-CATEGORY PAGE BANNER	1920 px wide x 550 px high		
<input type="checkbox"/>	1 Month Stagnant Platinum		\$150.00	
<input type="checkbox"/>	1 Month Stagnant Gold		\$125.00	
<input type="checkbox"/>	1 Month Stagnant Silver		\$100.00	
<input type="checkbox"/>	EARLY BIRD Guide & Website Ad Combo Discount of 10% (off web ad)			
OTHER	Ad	Size/Details	Rate	Subtotal
<input type="checkbox"/>	E-Newsletter Feature	336 px wide x 448 px high	\$50.00	
<input type="checkbox"/>	Blog (professional writer)	Up to 1,000 words + photos	\$250.00	
TOTAL + HST (13%)				

Terms & Conditions and Service Agreement

Terms & Conditions

1. By completing the agreement of this contract you as the advertiser are agreeing to purchase the programs you have selected and should material not be submitted, you are still liable for all charges noted in the Service Agreement. You are also agreeing to the following terms and conditions;
2. Your Cost Does Not Include Creative Design for any ads.; and they must be in the format requested, no other ad types will be accepted, unless you agree to pay the said designer the amount quoted for the creative design.
3. OLC reserves the right to refuse participation in advertising programs to any business or person for any reason it deems necessary.
4. The advertiser's account must be in good standing with OLC before the advertiser can participate in any new programs.
5. OLC reserves the right to change the criteria & pricing for participation if it deems necessary.
6. The advertiser is responsible to ensure that all information, including but not limited to, contact information, photos, details, and attributes are correct for both the purposes of participation in any advertising and communication from OLC are correct at all times.
15. The signee agrees that website traffic and effectiveness of participation on the website are in no way a guarantee of specific traffic.
16. The signee agrees to provide a return link for their website back to www.OntariosLakeCountry.com

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Service Agreement

Name of Business: _____

Mailing Address: _____

City: _____ Postal Code: _____

Contact Name: _____ Title: _____

Phone #: _____ Fax #: _____

Website: _____

Email: _____

Signature: _____ Date: _____

☐ Repeat ad from 2017

☐ Ad needs creation (additional cost)

☐ Repeat directory listing from 2016

☐ New ad

☐ Ad will be supplied

☐ Update/new directory listing

Testimonials



Casino Rama Resort

"Casino Rama Resort is a place pretty much exactly like nowhere else! We have grown from a gaming only destination into one of Ontario's premier entertainment facilities offering year round entertainment in a resort setting. It's been a challenge to make travelers aware of all the amenities we have to offer; one made easier through our partnership with Ontario's Lake Country. Here as one collective voice we are able to leverage the power of their wide array of marketing resources, like the Visitors Guide, to reach a much bigger audience that we could alone. We have found much success in raising awareness and driving sales with Ontario's Lake Country."

- Jenna Hunter, Director of Public Relations
Casino Rama Resort



Black River Wilderness Park

"Since summer 2016 we have promoted our reopening of the Black River Wilderness Park with Ontario's Lake Country website via an enhanced listing, Visitor Guide and home page banner ads. Page views have been more than 1500 per month resulting in a steady stream of calls and reservations. OLC has become our #1 marketing vehicle."

- Joe Snake – Park Supervisor
Black River Wilderness Park