



## ABOUT ONTARIO'S LAKE COUNTRY

Ontario's Lake County is the Destination Marketing Organization (D.M.O.) for Orillia, Oro-Medonte, Rama, Ramara, and Severn. As the D.M.O., Ontario's Lake Country (O.L.C.) actively encourages visitors to stay longer, and return often to "Orillia and area's four season playground". This is done by building awareness through the visitor guide, digital advertising campaigns, website, consumer shows, media outlets, monthly e-newsletters, billboard advertising, creation of programs, and contests. O.L.C. is proud of our accomplishments with product development including; *Flavours*, *Tap Into Maple* and *Fall Tours*. These particular promotions work with local businesses, and encourages visitors to stay longer, and to shop locally while in the area during quieter seasons.

### **Social Media**

Social Media is a growing trend and one of the ways O.L.C. provides visitors with information. Interesting blogs, fun videos, beautiful pictures, amazing package rates, unique events, and various promotions are continually shared on the channels listed below. Make sure your business is connected with;

 / [ExperienceOntariosLakeCountry](#)

 / [OntLakeCountry](#)

 / [OntariosLakeCountry](#)

 / [OntLakeCountry](#)

 / [OntariosLakeCountry](#)

### **Proud Partners**

In addition to keeping the O.L.C. website updated with the latest events, and packages, we are proud members of the following organizations and share our information with them on an ongoing basis;

- Ontario Tourism [www.OntarioTravel.net](http://www.OntarioTravel.net)
- Ministry of Tourism, Culture and Sport [www.Ontario.ca](http://www.Ontario.ca)
- Tourism Simcoe County [www.Experience.Simcoe.ca](http://www.Experience.Simcoe.ca)
- RTO7/Bruce Grey Simcoe [www.BruceGreySimcoe.com](http://www.BruceGreySimcoe.com)

## PAY-TO-PLAY

### **Print Advertising with Ontario's Lake Country**

Become a member\* of O.L.C., and receive monthly e-newsletters designed to keep you up-to-date with current opportunities to promote your business and/or event! We have various co-operative advertising opportunities available which provide more affordable opportunities for your business or organization.

### **Advertising on Ontario's Lake Country Outdoor Sign**

O.L.C. has an outdoor sign located at the Ontario Travel Centre in Barrie with four monthly advertising spaces open to members. For \$75.00/month your business can reach 90,000 visitors per year at the travel centre. In addition, each ad will be featured in the Monthly Visitor E-Newsletter, which is distributed to over 1,500 subscribers.

### **Tourism Simcoe County Guide Map**

The Tourism Simcoe County Guide Map has been in production for more than 40 years, and is one of the most sought after pieces of marketing material at information centers across the province. 75,000 full colour maps are distributed throughout Ontario and Quebec, and includes local bi-weekly delivery to more than 50 racks in high-traffic areas across the County of Simcoe. Yearly, O.L.C. purchases panels within the map to provide a larger exposure for the region. Advertising spots within our panels are open to members.

*\*Member: any tourism business located within the boundaries of our funding municipalities (Orillia, Oro-Medonte, Rama, Ramara, and Severn), or a tourism business outside the boundaries that pays \$150/year.*



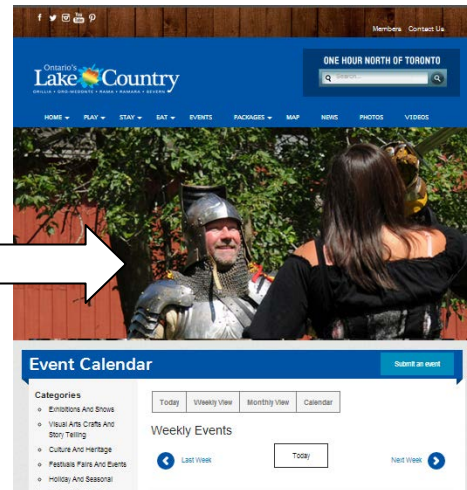
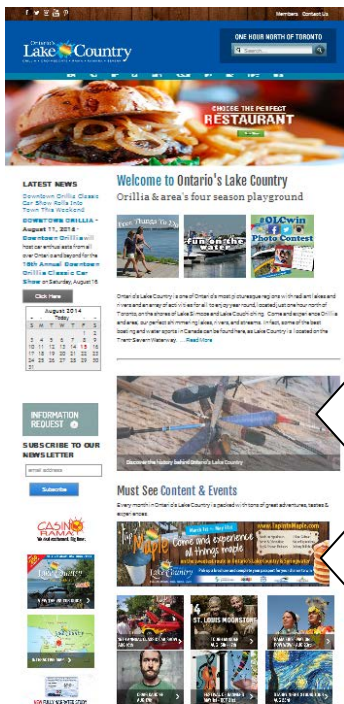
## Ontario's Lake Country Website Marketing Opportunities

[www.OntariosLakeCountry.com](http://www.OntariosLakeCountry.com)

Ontario's Lake Country website is equipped with an advanced content management system (CMS) that allows us to manage the publishing content including text, imagery, and video. Our unique web design, easy navigation and interactive strategy create a website that is intriguing, informative and intuitive. Most recently, the website has seen a huge increase in stats, with over 35,000 sessions and 85,000 pageviews in the last 3 months. The average visitor visits our Home Page and Events Page on a monthly basis.

**Ontario's Lake Country Website Advertising Options** (subject to change, available on a first come first serve basis)

AD	AD SIZE	AD RATES	DESCRIPTION
Enhanced Website Listing	1 web page	\$150.00/year	See Following Page
Home Page Slideshow Banner	690 pixels x 300 pixels	Starting at \$150.00/3 months	Rotating Banner (5 pos.)
Home Page Banner	675 pixels x 200 pixels	Starting at \$150.00/month	Stagnant (MAX. 1)
Events Page Banner*	1920 pixels x 550 pixels	Starting at \$55.00/month	Rotating Banner (5 pos.)
Sub-Category Page Banner**	1920 pixels x 550 pixels	Starting at \$75.00/3 months	Rotating Banner (3 pos.)



Subcategory Banner

Homepage Slideshow

Events Page Banner

Homepage Banner

\*Gain more exposure for your event by purchasing an ad space in OLC's outdoor travel sign! (BONUS: receive an ad spot in our monthly visitor e-newsletter for free)

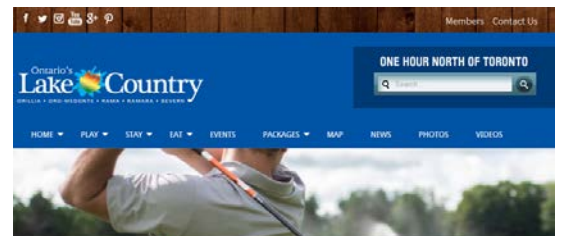
\*\*Note: the first position is reserved for Ontario's Lake Country, and is currently reserved for basic listings



### Basic Listing vs. Enhanced Listing

Features	Basic Listing	Enhanced Listing
Spots available	UNLIMITED	UNLIMITED
Location	Member Section/Each Category	Member Section/Each Category
*E-news Database	✓	✓
Description (400-600 characters)	✓	✓
Logo (JPG, PDF, AI, TIFF, ESP 250 pixels x 175 pixels)	✓	✓
Map	✓	✓
Contact Information	✓	✓
Website Link	✓	✓
Social Media Links	✓	✓
Map	✓	✓
Event Listing	✓	✓
Package Listing	✓	✓
Banner on Listing (JPG, PDF, AI, TIFF, ESP 1550 pixels x 550 pixels)		✓
5 Rotating Images (JPG, PDF, AI, TIFF, ESP 400 pixels x 300 pixels)		✓
Video		✓
Priority Listing on menus		✓
Fee	Free	\$150/year (+HST)

**\*As a member, your business will be added to our e-newsletter database, where each month you will learn about current advertising opportunities with Ontario's Lake Country.**



Basic vs. Enhanced



## Website Listings Categories

Please select all that apply

### PLAY

#### Entertainment

- Gaming
- Festivals/Events
- Indoor Fun
- Nightlife

- Family
- Fishing
- Golfing
- Spa & Wellness

#### Outdoor

- Adventure
- Agri & Eco Tourism
- Beaches
- Boat Cruises
- Cycling
- Kids Camps
- Parks
- Trails
- Water Sports

#### Shopping

- Malls
- Plazas
- #### Downtown

  - Orillia
  - Washago
  - Coldwater
  - Brechin
  - Craighurst
- Arts
- Culture
- History

### EAT

- Bars, Pubs & Grills
- Cafe & Bakery
- Casual Dining
- Fine Dining
- Specialty & Local
- Takeout
- Treats

### STAY

- B&B
- Camping/RV
- Cottages & Cabins
- Inn
- Hotel
- Motel
- Resorts
- Conference Centre

### SERVICES

- Real Estate/Relocating
- Professional Services
- Marina
- Business & Financial
- Food Services
- Service Clubs
- Catering

OTHER: \_\_\_\_\_



## Booking Form

Website	Ad	Size	Price		Subtotal
<input type="checkbox"/>	Enhanced Website Listing	1 web page	\$150.00		
<input type="checkbox"/>	Basic Website Listing	1 web page	FREE		
	Home Page Slideshow Banner	690 pixels x 300 pixels			
<input type="checkbox"/>	3 Months in First Position		\$250.00		
<input type="checkbox"/>	3 Months in Second Position		\$225.00		
<input type="checkbox"/>	3 Months in Third Position		\$200.00		
<input type="checkbox"/>	3 Months in Fourth Position		\$175.00		
<input type="checkbox"/>	3 Months in Fifth Position		\$150.00		
	Home Page Banner	675 pixels x 200 pixels			
<input type="checkbox"/>	3 Months		\$300.00		
<input type="checkbox"/>	Monthly		QUANTITY	\$150.00	
	Events Page Banner	1920 pixels x 550 pixels			
<input type="checkbox"/>	1 Month in First Position		QUANTITY	\$75.00	
<input type="checkbox"/>	1 Month in Second Position		QUANTITY	\$65.00	
<input type="checkbox"/>	1 Month in Third Position		QUANTITY	\$55.00	
	Sub-Category Page Banner	1920 pixels x 550 pixels			
<input type="checkbox"/>	3 Months in Second Position		\$125.00		
<input type="checkbox"/>	3 Months in Third Position		\$100.00		
<input type="checkbox"/>	3 Months in Fourth Position		\$75.00		
<b>Total</b>					
<b>Total + HST (13%)</b>					





## 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. O.L.C. 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 O.L.C. before the advertiser can participate in any new programs.
5. O.L.C. 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 O.L.C. 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](http://www.OntariosLakeCountry.com)**

### Service Agreement

Name of Business: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_