



HUNTSVILLE, LAKE OF BAYS & ALGONQUIN PARK 2009/2010 VISITORS GUIDE

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**40,000 COPIES FULL-COLOUR & ONLINE at
www.huntsvilleadventures.com**

Distributed to visitors to our offices, member locations,
Muskoka Tourism, Ontario Travel Centres,
CAA offices and mailed to those requesting area information

VISITORS GUIDE AD SIZES

AD SIZES	MECHANICAL (w x h)	COST	AD DEADLINE	PUBLICATION DATE
<input type="checkbox"/> Outside SOLD! Cover*	8.375" X 10.875"	\$3,000.00	April 3/09	May 14/09
<input type="checkbox"/> Inside SOLD! Cover*	8.375" X 10.875"	\$2,500.00	April 3/09	May 14/09
<input type="checkbox"/> Inside Back Cover*	8.375" X 10.875"	\$2,500.00	April 3/09	May 14/09
<input type="checkbox"/> Full Page	7" X 10.25"	\$1,500.00	April 3/09	May 14/09
<input type="checkbox"/> Half Page	7" X 4.875"	\$850.00	April 3/09	May 14/09
<input type="checkbox"/> Quarter Page	3.375" X 4.875"	\$500.00	April 3/09	May 14/09
<input type="checkbox"/> Eighth Page	3.375" X 2.312"	\$335.00	April 3/09	May 14/09

**Process covers, please allow for .25 trim and bleed. Live type area should not exceed 7" x 10.25".*

NEW! ADVENTURE PASSPORT COUPON BOOK

The Adventure Passport will encourage visitors and residents to shop locally and will draw visitors into your business! The coupon book will be full-colour and saddlestitched to the centre of the 2009/2010 Visitors Guide. Also, coupons will be downloadable for printing and mailed to all incoming tourism inquiries.

Coupon Book Ad Rates: \$250

Bonus! Buy any Visitors Guide Ad, pay only \$100 (Valid for first 30 advertisers only)

COUPON AD SIZE: 2.6875" X 1.95"

NEW! ONLINE MARKETING

Take advantage of online marketing on our great site launched last year www.huntsvilleadventures.com. A complete listing of current news and what to "do" "dine" and "stay" while visiting the area.

Enhanced Website Listing: \$500 • Bonus! Buy any Visitors Guide Ad, pay only \$250

UNDERLINED BUSINESS NAME, BOLD & SHADED COLOUR • LINKED TO SEPARATE PROFILE PAGE
200 WORD DESCRIPTION • LOGO OR PHOTO OF YOUR CHOICE
CONTACT INFORMATION • ACTIVE WEBSITE LINK

- 2009 Member Marketing & Advertising Opportunities •



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ORDER FORM ARTWORK SPECIFICATIONS

ADVERTISING OPPORTUNITIES

Please indicate below your choice(s) for 2009 advertising

2009/2010 Visitors Guide

Ad Size: _____ New Ad

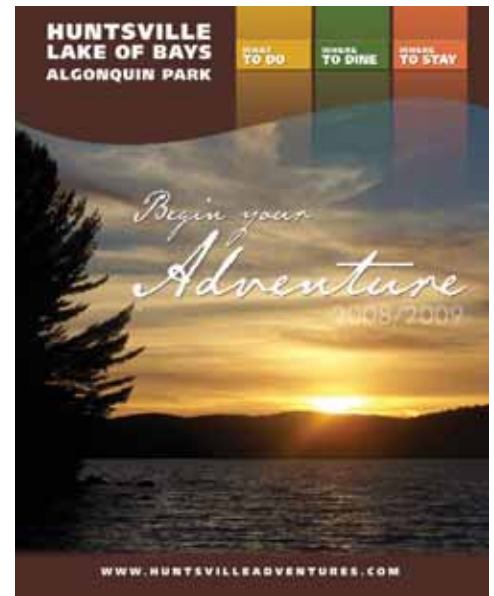
Pickup '08 Pickup with changes '08

NEW!

Adventure Passport Coupon Book

NEW!

Online Marketing - www.huntsvilleadventures.com



2008 VISITORS GUIDE

CONTACT/BUSINESS INFORMATION

Business Name: _____

Contact: _____

Phone: _____ Fax: _____

Email Address: _____

Credit Card: _____ Expiry: _____

Signature: _____

AD SPACE IS EXTREMELY LIMITED,
BOOK NOW TO GUARANTEE YOUR AVAILABILITY.
ALL RATES SUBJECT TO GST.

DIGITAL FILE REQUIREMENTS

TIF, PDF or CS2 Illustrator, Photoshop,
QuarkXpress 6.5 files.
Press optimized PDF, CMYK,
all fonts included,
type converted to outlines.
Photos CMYK, minimum 300 DPI.

Please email files to:
trish@huntsvillelakeofbays.on.ca

PROOFS/APPROVALS

Artwork is subject to a maximum of
3 proofs before additional charges will apply.
*Covers, please allow for
.25 trim and bleed. Live type area should not
exceed 7" x 10.25"