

# Ontario's Sunset Country Travel Association

## 2007/2008 Membership & Advertising Package

"Well designed website. Found yours on the internet searching for possible canoe/camping trips - Keep up the good work. Looking forward to your material. I am sure it will help in our planning for 2007"

Larry, Windsor, ON

"Just a short note to thank you for the beautiful brochure. I have received about 6-8 other brochures from various resorts, but none are on par with yours..."

Larry, Tipp City, OH

"Please mail a 2007 Guide ASAP. I use your Travel Guide and Map every year planning our fishing trip."

Mike, Overland Park, KS

"We hand out the Sunset Country Travel Guide & Map at our hotel. The fisherman & other visitors are always asking, "Where's the grocery store or the bait shop?" The guide is very useful for tourists visiting our community."

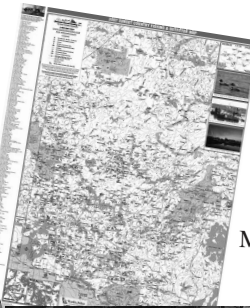
Sandra, Sunset Country Member

"Thank you so much for your website, it's wonderful. The arrival date we've put in is accurate, we have yet to determine which place we'll be staying at."

Stacy, St. Louis, MO



Travel Guide



Map



Sport Shows



28 Websites

**Be a part of the whole package**

## Why Join Sunset Country Travel Association?

### Highly Visible Websites on Search Engines

- See **pages 6 & 7** to see why we receive over 4 million unique visitors to our websites each year and how members get 2,000, 3,000 or even 5,000 visitors/year to their website from ours.

### An Informative, User Friendly Travel Guide & Map That Each Inquiry Receives

- Take a look at the 2007 Travel Guide & Map enclosed with this package. Notice the helpful features such as the pull-out regional map, town maps and many useful directories.
- See the Advertising Rate Sheet on **page 4** of this package for rates, sizes and deadlines.

### Varying Levels of Membership to Suit Your Marketing Needs

- See **pages 2 & 3** to help you decide what level of membership suits your marketing needs.

### Target/Niche Marketing

- See **page 5** to see how Northwestern Ontario is promoted and how Sunset Country helps to increase your business. Almost 10,000 Travel Guides & Maps were mailed to phone and email inquiries last year alone. **Can you afford not to be listed in this guide?**

### Questions?

- See **page 8** for our Frequently Asked Questions. If you still have questions, give us a call at 1-800-665-7567 or 807-468-5853 or email [info@sunsetcountry.net](mailto:info@sunsetcountry.net)

**Maximize Your Marketing Returns - Join Sunset Country Today!**

See inside for details on how to increase your business through Sunset Country

## Accommodation and Outfitter Members Choose One of the Following Levels

Includes Lodges, Outposts, Hotels, Canoe Outfitters, Houseboat Operators, Campgrounds etc.



### A - Bronze Membership

- Basic Website Search Criteria
- Website Links to sunsetcountry.net, ontariossunsetcountry.ca AND all applicable product specific websites
- Location Dot on Pull-out Area Map
- Directory Listing on Back of Pull-out Area Map
- Listing in Member Directory in the Travel Guide

Before July 31, 2007

**\$225.00 + GST**

After July 31, 2007

**\$250.00 + GST**

### B - Silver Membership

- **Daily Inquiries & Weekly Inquiry List - Qualified Customer Leads**
- Basic Website Search Criteria
- Website Links to sunsetcountry.net, ontariossunsetcountry.ca AND all applicable product specific websites
- Location Dot on Front of Pull-out Area Map
- Directory Listing on Pull-out Area Map
- Listing in Member Directory in the Travel Guide

Before July 31, 2007

**\$315.00 + GST**

After July 31, 2007

**\$350.00 + GST**

### C - Gold Membership

- **Distribution of Your Brochure at 4-5 Sport Shows**
- **Enhanced Website Profile & Website Search Criteria**
- **Daily Inquiries & Weekly Inquiry List - Qualified Customer Leads**
- Website Links to sunsetcountry.net, ontariossunsetcountry.ca AND all applicable product specific websites
- Location Dot on Front of Pull-out Area Map
- Directory Listing on Pull-out Area Map
- Listing in Member Directory in the Travel Guide

Before July 31, 2007

**\$445.50 + GST**

After July 31, 2007

**\$495.00 + GST**



*See more benefits of Gold Profile page on page 7*

## Local Tourist Organization Membership

LTO's can include Chambers of Commerce, Info Centres & Destination Marketing Organizations

### LTO Membership

- Location Dot on Town Map
- Daily Inquiries & Weekly Inquiry List - Qualified Customer Leads
- Basic Website Search Criteria
- Website Links to sunsetcountry.net, ontariossunsetcountry.ca AND all applicable product specific websites
- Extra links throughout our 28 websites directly to your website, especially on www.ontariotowns.net
- Directory Listing on Back of Pull-out Area Map
- Listing in Member Directory in the Travel Guide
- Listing in Travel Information Centre Directory in the Travel Guide if applicable
- Your phone and website listed in your town's description in the Travel Guide
- Opportunity to participate in the Association's cooperative marketing initiatives

Before July 31, 2007

**\$337.50 + GST**

After July 31, 2007

**\$375.00 + GST**

## Retail/Service Membership (e.g. Restaurants, Gift Shops, Realtors, Banks, Retail Outlets, Service Stations etc.)

<ul style="list-style-type: none"> <li>• Location Dot on Town Map</li> <li>• Website Links to sunsetcountry.net, ontariossunsetcountry.ca AND all 26 product specific websites</li> <li>• Basic Website Search Criteria</li> <li>• Directory Listing on Back of Pull-out Area Map</li> <li>• Listing in Travel Guide Directories if Applicable (Restaurants, Gift Shops, Grocery Stores, Pharmacies, Golf Courses, Bait &amp; Tackle Shops, and Independent Guiding Services, Travel Agents and Gas Stations)</li> <li>• Listing in the Sunset Country Newsletter three times a year</li> <li>• Listing in Member Directory in the Travel Guide</li> </ul>	<p><u>Before July 31, 2007</u></p> <p><b>\$121.50 + GST</b></p>	<p><u>After July 31, 2007</u></p> <p><b>\$135.00 + GST</b></p>
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## Profiled Retail/Attraction Membership (e.g. Attractions, Gift Shops, Realtors, Retail Outlets, etc.)

<ul style="list-style-type: none"> <li>• Distribution of Your Brochure at 4-5 Sport Shows</li> <li>• Enhanced Website Profile &amp; Website Search Criteria</li> <li>• Daily Inquiries &amp; Weekly Inquiry List - Qualified Customer Leads</li> <li>• Location Dot on Town Map</li> <li>• Website Links to sunsetcountry.net, ontariossunsetcountry.ca AND all 26 product specific websites</li> <li>• Directory Listing on Back of Pull-out Area Map</li> <li>• Listing in Travel Guide Directories if Applicable (Restaurants, Gift Shops, Grocery Stores, Pharmacies, Golf Courses, Bait &amp; Tackle Shops, and Independent Guiding Services, Travel Agents and Gas Stations)</li> <li>• Listing in the Sunset Country Newsletter three times a year</li> <li>• Listing in Member Directory in the Travel Guide</li> </ul>	<p><u>Before July 31, 2007</u></p> <p><b>\$445.50 + GST</b></p>	<p><u>After July 31, 2007</u></p> <p><b>\$495.00 + GST</b></p>
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**See more benefits of the Enhanced Profile Page on page 7**

The Profiled Retail/Attraction Membership Level was created this year in response to some attractions wanting to be able to receive inquiries as well as getting more exposure on the internet. Included in this level of membership is an enhanced profile page similar to the Gold Profile page that the accommodation members have.

The enhanced profile page included in the Profiled Retail/Attraction Membership allows you to write descriptions of your business or attraction, giving potential customers and visitors more information about your business. For more information on profile pages, please see page 7. Another bonus of this new level of membership is that we will take your brochure to the sport and travel shows that Sunset Country attends. If you have any questions on this new membership level available to all retail and service businesses as well as attractions, please contact the office at 1-800-665-7567 or 807-468-5853

## Allied Membership (e.g. Businesses wanting to promote mainly to our members)

<ul style="list-style-type: none"> <li>• 3, 1/4 Page ads in the Sunset Country Newsletter</li> <li>• Enhanced Website Profile (including your logo) and Link. View other allied members at <a href="http://www.sunsetcountry.net/outfittersupplies.cfm">www.sunsetcountry.net/outfittersupplies.cfm</a></li> <li>• Basic Website Search Criteria</li> <li>• Location Dot on Town Map (If applicable)</li> <li>• Directory Listing on Back of Pull-out Area Map</li> <li>• Listing in the Sunset Country Newsletter three times a year</li> <li>• Listing in Member Directory in the Travel Guide</li> </ul>	<p><u>Before July 31, 2007</u></p> <p><b>\$562.50 + GST</b></p>	<p><u>After July 31, 2007</u></p> <p><b>\$625.00 + GST</b></p>
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For more information about Sunset Country memberships, call the office at **1-800-665-7567** or **807-468-5853** or email **info@sunsetcountry.net** To become a member or to renew your membership, please fill out the remittance form and your portfolio and mail them **with your payment** to the Sunset Country office before **August 31, 2007**. **REMEMBER IF YOU PAY IN FULL BY JULY 31, 2007, YOU PAY THE DISCOUNTED PRICE.**

## Print Advertising Opportunities:

- Travel Guide
- Sunset Country Newsletter

## Internet Advertising Opportunities:

- Banner ads on [www.sunsetcountry.net](http://www.sunsetcountry.net)
- Banner ads on any of the 26 product specific websites



## 2008 Travel Guide Ad Sizes and Ad Prices

Ad Size	Ad Dimensions	Before July 31*	After July 31*	Material Deadline
1/16 Page	3.625" w x 1.125" h	\$229.50	\$255.00	September 7, 2007
1/8 Page (Like a Bus. Card)	3.625" w x 2.375" h	\$445.50	\$495.00	September 7, 2007
1/4 Page	3.625" w x 4.875" h	\$850.50	\$945.00	September 7, 2007
1/2 Page	7.5" w x 4.875" h	\$1480.50	\$1645.00	September 7, 2007
Full Page	8.125" w x 10.75" h + bleeds	\$2853.00	\$3170.00	September 7, 2007
Inside Fr/Bk	8.125" w x 10.75" h + bleeds	\$3370.50	\$3745.00	September 7, 2007

\* To qualify for the early booking discount, ads must be booked & paid for in full by July 31, 2007. If payment is not received by this time, you will be charged the full amount. All ad fees due at the time of booking. Visa & Mastercard are accepted. Prices subject to GST.

## Sunset Country Newsletter Ad Sizes and Ad Prices

Ad Size	Ad Dimensions	Price
1/8 Page (Like a Bus. Card)	3.625" w x 2.375" h	\$75.00
1/4 Page	3.625" w x 4.875" h	\$125.00
1/2 Page	7.5" w x 4.875" h	\$200.00



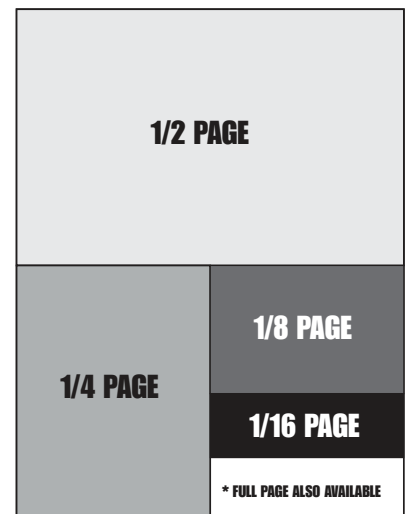
The Sunset Country Newsletter is produced 3 times a year (Spring, Summer & Fall) and is distributed to over 1500 businesses in Northwestern Ontario. *This is a great opportunity for those wanting to promote to companies within Sunset Country.* All newsletter ads are black and white. Visa & Mastercard are accepted. Prices subject to GST.

## Ad Material

Our staff can create and set up your ad for you at **no extra cost**. Please include a few key points you'd like to stress in the ad and perhaps a headline, your contact information, and any clear crisp logos, illustrations, photos or clip art (no photocopies or faxes) you would like to be included. All ads are 4 colour. Digital ads accepted and should be supplied as follows: CMYK colour only; Macintosh format QuarkXpress with all supporting files & all fonts included; TIFF or EPS; PDF. Artwork to be supplied on CD or by email. **Please send materials or ad to Sunset Country Travel Association, Box 647, Kenora, ON P9N 3X6, attn: Erin Rody or email [erin@sunsetcountry.net](mailto:erin@sunsetcountry.net)**

### A few key points for an effective print ad:

- Have a great headline - it'll make them stop and read your ad
- Have a great photo
- Use a simple layout and avoid clutter
- Tell your prospect exactly what you want them to do (e.g Call for your free brochure)
- Don't waste words. (If it doesn't help, it hurts. Get rid of it)



The Sunset Country websites are currently averaging approximately **13,000 unique visitors a day**, which amounts to over 4,000,000 a year. As a member of Sunset Country, you can take advantage of the high amount of traffic we receive by purchasing a banner ad.

## Banner Ad on [www.sunsetcountry.net](http://www.sunsetcountry.net)

	<b>Front Door*</b>	<b>Inside Category Page*</b>
<b>1 Month</b>	<b>\$150/mth</b>	<b>\$100/mth</b>
<b>Quarterly</b>	<b>\$125/mth = \$375</b>	<b>\$75/mth = \$225</b>
<b>Annually</b>	<b>\$100/mth = \$1,200</b>	<b>\$50/mth = \$600</b>

\* All prices subject to GST

The **Front Door** banner ads are on our home page on [sunsetcountry.net](http://sunsetcountry.net). The **Category Pages** banner ads are on one of the following pages:

- Lodges/Resorts
- Fishing
- Hotel/Motel/B&B
- Wilderness Canoeing
- Retail/Service
- Winter
- Houseboats
- Fly-ins
- Campgrounds
- Events
- Communities/Tours
- Activities/Attractions
- Nature/Ecotours
- Hunting
- Adventure Sports

## Banner Ad on Product Specific Websites

For our product specific websites, we are offering **2 banner ads for the price of one**. Choose any two available websites out of the following list of websites:

<a href="http://ontarioresortsandlodges.ca">ontarioresortsandlodges.ca</a>	<a href="http://ontarioflyinoutposts.ca">ontarioflyinoutposts.ca</a>	<a href="http://ontariowalleyefishing.ca">ontariowalleyefishing.ca</a>	<a href="http://ontarioaccommodations.net">ontarioaccommodations.net</a>
<a href="http://ontariobassfishing.ca">ontariobassfishing.ca</a>	<a href="http://canoenorthwestontario.ca">canoenorthwestontario.ca</a>	<a href="http://ontariomuskiefishing.ca">ontariomuskiefishing.ca</a>	<a href="http://northwestontariolakes.ca">northwestontariolakes.ca</a>
<a href="http://ontariopikefishing.ca">ontariopikefishing.ca</a>	<a href="http://northwestontariomaps.ca">northwestontariomaps.ca</a>	<a href="http://ontariotroutfishing.ca">ontariotroutfishing.ca</a>	<a href="http://ontarioadventures.ca">ontarioadventures.ca</a>
<a href="http://ontariobearhunting.ca">ontariobearhunting.ca</a>	<a href="http://ontariotowns.net">ontariotowns.net</a>	<a href="http://ontariomoosehunting.ca">ontariomoosehunting.ca</a>	<a href="http://ontariohouseboats.ca">ontariohouseboats.ca</a>
<a href="http://ontariodeerhunting.ca">ontariodeerhunting.ca</a>	<a href="http://ontariocampgrounds.net">ontariocampgrounds.net</a>	<a href="http://ontarioduckhunting.ca">ontarioduckhunting.ca</a>	<a href="http://snowontario.ca">snowontario.ca</a>
<a href="http://ontariofishinglodges.ca">ontariofishinglodges.ca</a>	<a href="http://ontariofishingresorts.ca">ontariofishingresorts.ca</a>	<a href="http://ontariotravelinformation.ca">ontariotravelinformation.ca</a>	<a href="http://canadafishing.ca">canadafishing.ca</a>
<a href="http://greatcanadianexperience.com">greatcanadianexperience.com</a>	<a href="http://northwestontario.ca">northwestontario.ca</a>		

**Annually \$300.00 + 18.00 GST = \$318.00**

*There is a maximum of 5 ads per page to ensure impact.*

## Combination Discounts

Purchase both a year banner ad (on any of our websites) **and** a print ad in the Travel Guide and receive 10% off of both prices. To purchase a print or banner ad, simply fill out the back of the remittance form and mail in with your membership.

## Marketing Highlights for 2007/2008

Sunset Country will continue an aggressive advertising and marketing plan promoting Northwestern Ontario as a vacation destination. These efforts will drive traffic to our websites where we list and link to our members' sites as well as generate lots of requests for the Travel Guide & Fishing Map at consumer shows and over the 1-800 number. Here's a summary of some planned initiatives:

**Sport Shows:** Sunset Country will directly attend at least 4 shows with Minneapolis and Chicago as the two confirmed markets so far. The other markets will be selected by the Board in July. Remember, if you purchase a Gold or Profiled Retail/Attraction Level membership you get distribution of your brochures at the shows we attend. In addition, our Travel Guide is at every All Canada Show and through the OTMP GoFish Program, is available at an additional 4 shows.

**Print Advertising:** As a way to target specific markets such as fishing and hunting consumers, print advertising will be purchased in niche magazines. Field & Stream, Outdoor Life and In-Fisherman are just three examples. The final list of publications we will be advertising in will be decided on by the end of July and could include newspapers or automobile magazines like AAA and CAA.

**Direct Mail:** The Association plans to do a Direct mail card in 2008. In-market date planned is January 2008. This initiative puts out over 200,000 promotional cards to pre-qualified buyers in 17 key U.S. States. Consumers go to the Sunset Country website or they can call the toll free number to request their copy of the travel guide.

**Internet Marketing:** Do some sample searches on Google or other major search engines and you'll see the power of the Association's website presence. We now run 28 websites promoting our members and received over 4 million unique visitors last year. Strategy for 2008 will be to continue developing content on these sites and creating more pages for the search engines to find where the consumer can link through to our members' sites.

**Media Fam Tours:** Sunset Country will continue to work with media, members and the OTMP – Northern Office to ensure media tours highlighting our regional tourism experiences continue in 2008. This partnership ensures a broad awareness in key markets of what we have to offer in Sunset Country. A minimum of 4 media tours will be coordinated over the summer, fall and into the 1st quarter of 2008.

## *Your Sunset Country Memberships entitles you up to 28 links to your website*

The following is a list of Sunset Country websites. As a member, if the website is applicable to your business, you will be listed on and linked to the website. How many would you be linked to?

- [www.sunsetcountry.net](http://www.sunsetcountry.net)
- [www.ontariosunsetcountry.ca](http://www.ontariosunsetcountry.ca)
- [www.ontariowalleyefishing.ca](http://www.ontariowalleyefishing.ca)
- [www.ontariobassfishing.ca](http://www.ontariobassfishing.ca)
- [www.ontariopikefishing.ca](http://www.ontariopikefishing.ca)
- [www.ontariomuskiefishing.ca](http://www.ontariomuskiefishing.ca)
- [www.ontariotroutfishing.ca](http://www.ontariotroutfishing.ca)
- [www.canadafishing.ca](http://www.canadafishing.ca)
- [www.ontariomoosehunting.ca](http://www.ontariomoosehunting.ca)
- [www.ontariodeerhunting.ca](http://www.ontariodeerhunting.ca)
- [www.ontariobearhunting.ca](http://www.ontariobearhunting.ca)
- [www.ontarioduckhunting.ca](http://www.ontarioduckhunting.ca)
- [www.ontarioresortsandlodges.ca](http://www.ontarioresortsandlodges.ca)
- [www.ontarioaccommodations.net](http://www.ontarioaccommodations.net)
- [www.ontariocampgrounds.net](http://www.ontariocampgrounds.net)
- [www.ontarioflyinoutposts.ca](http://www.ontarioflyinoutposts.ca)
- [www.ontariofishinglodges.ca](http://www.ontariofishinglodges.ca)
- [www.ontariofishingresorts.ca](http://www.ontariofishingresorts.ca)
- [www.greatcanadianexperience.com](http://www.greatcanadianexperience.com)
- [www.ontariohouseboats.ca](http://www.ontariohouseboats.ca)
- [www.ontarioadventures.ca](http://www.ontarioadventures.ca)
- [www.canoenorthwestontario.ca](http://www.canoenorthwestontario.ca)
- [www.snowontario.ca](http://www.snowontario.ca)
- [www.ontariotowns.net](http://www.ontariotowns.net)
- [www.northwestontario.ca](http://www.northwestontario.ca)
- [www.northwestontariolakes.ca](http://www.northwestontariolakes.ca)
- [www.northwestontariomaps.ca](http://www.northwestontariomaps.ca)
- [www.ontariotravelinformation.ca](http://www.ontariotravelinformation.ca)

These websites benefit our members tremendously by referring thousands of potential visitors to their websites each year. For example, if you are a lodge in Sioux Narrows, you potentially could be on **5 fishing websites, 4 hunting websites**, on **ontarioresortsandlodges.ca, ontariofishingresorts.ca, ontariofishinglodges.ca, canadafishing.ca, northwestontario.ca, greatcanadianexperience.com**, on **ontariotravelinformation.ca**, on **ontariotowns.net** (under Sioux Narrows) and on **northwestontariolakes.ca** (under your lake name). If you have a campground or outposts you will also be on those two websites. If you are open in the winter, you'll also be on **snowontario.ca**. You'll also be linked to our main websites **sunsetcountry.net** and **ontariosunsetcountry.ca**, where all members are listed.

The Retail and Allied members are on all websites under "Related Links" and on pages such as "Retail Stores in Dryden" on our [www.ontariotowns.net](http://www.ontariotowns.net) website or "Canoes for Sale" on [www.canoenorthwestontario.ca](http://www.canoenorthwestontario.ca) or "Muskie Fishing gear" on [www.ontariomuskiefishing.ca](http://www.ontariomuskiefishing.ca).

To increase traffic to your website even more, you may purchase banner ads on any of our websites. We are currently having a **"buy one get one free"** on our product specific websites. Please see our Advertising Rates on page 5 for more information on prices.

Gold members with Profile Pages also get more visitors to their website from our websites.

The advantages of having a profile page are:

- You come up nearer the top of the list of members displayed in search results
- You are able to write a profile, including descriptions of each amenity you have to offer
- Opportunity to use keyword phrases to be found better on the internet
- You can create more emphasis or 'strength' on amenities most important to your business

See page 7 for more information on the benefits of having a gold profile.

**Get up to 28 links included  
in your membership**

You can increase your visibility both on our websites and on the internet through an Enhanced Profile. The more visible you are the more traffic you will get to your website.

## *Increasing Your Visibility on Sunset Country's Websites through an Enhanced Profile*

All members of Sunset Country – regardless of their membership level – receive a listing and link on our website. Our built-in, "internal" search engine on [www.sunsetcountry.net](http://www.sunsetcountry.net) allows web surfers to find information about our members based on their own interests. In fact our internal search engine works the same as the major web search engines such as Google, MSN and Yahoo. The only exception is that our search engine only retrieves information from our database (our members' information) and not the entire web. This is why it is so important that you provide us with comprehensive information about your facility on the member portfolio we send you to fill out. We cannot list you under a category if we don't know you offer that product, service or activity.

All members regardless of their membership level can be found under multiple categories on our website. The difference between a bronze, silver or retail level membership and the gold or the new profiled retail level membership (which includes an enhanced profile listing) is where your link will be returned on both static and dynamically-generated pages.

The difference in your visibility comes down to where your facility is placed relative to other members in either the results generated by our search engine or on one of our static pages. Those members with bronze, silver and retail level are listed under the applicable number of categories but are only given a weighting factor of 10 credits for each category they are listed under.

On the other hand, a gold or profiled retail level member is allowed to increase the weighting factor under any particular category up to a maximum of 100 credits (full weighting) which in turns put them nearer the top of a search engine query or a static page listing (including the 26 product specific websites). Maximize your credits to those categories you offer so that you are matched with the customers who want what you're offering. For example, if you have smallmouth, walleye and northern fishing, you can put 100 credits to each of those. If you don't have muskie fishing you wouldn't put extra credits towards it so you can focus putting your credits to what you have and not what you don't have.

## *Increase Your Visibility on Search Engines through an Enhanced Profile*

Members with an enhanced profile page also have the ability to provide a description of up to 250 characters and a list of keywords related to that category. These descriptions and keywords or keyphrases help you to be found on search engines such as Google or Yahoo and well as our internal search engine. See the Gold Profile Page to the right to view just how much information and descriptions you can potentially have.

For example, XYZ Lodge has put credits under housekeeping, they can write "Seven modern housekeeping cabins on ABC Lake await you. Our cabins have screened in porches.....etc.". If someone is on Google searching "Housekeeping cabins on ABC Lake", then these keywords on your profile page enable you to be found under the Google search. You are able to write a different description for each category.

Members with an enhanced profile page are provided with a username and password as well – allowing them to edit their Sunset Country profile page themselves at anytime through our member interface feature.

Our tracking data shows that those members with gold enhanced profiles receive more click-throughs than those members who have a basic listing i.e. a bronze or silver level membership. In addition, some gold members currently get over 30 visitors per day directly from the search engines to their profile. This means that the member is being found directly from Google (or other search engines) - the consumer isn't going through the many lodges on our website to find you, but directly to your profile from their internet search.

While the Gold Profile page have been only available to the Accommodation members in the past, this year we are happy to announce that we have created a new level of membership with an enhanced profile page available to our retail, services and attraction members. This new level is called the "Profiled Retail/Attraction Membership". See page 3 for more information.

The screenshot displays the website profile for Muskie Bay Resort. At the top, there is a navigation bar with links for 'Free Map & Vacation Guide', 'Ontario's Sunset Country', and 'Home'. The main header includes the resort name 'Muskie Bay Resort' and contact information: 'Box 83, Nestor Falls Ontario, P.O. Box 110 Ph: 807-484-2332, 800-363-3379 Fax: 807-484-2258, Email: Paul & Chris Trimmer'. A 'Click Here to Visit' button is also present.

The profile text describes the resort's location on Crow Lake (Kakagi Lake) and lists various activities and amenities. Key sections include:

- Activities / Attractions:** Details on winter activities (snowmobiling, ice fishing), canoeing/kayaking, and hunting packages.
- Angling:** Information on walleye, muskie, bass, and trout fishing, including boat rentals and guides.
- Hunting:** Details on whitetail deer, black bear, and grouse hunting.
- Services / Accommodations:** Information on cottage rentals, cabin rentals, and housekeeping services.

At the bottom, there is a footer with copyright information: 'Copyright © 1999-2007 Virtual North and Ontario's Sunset Country. All Rights Reserved. Virtual North' and the date '14-May-07'.

## When are Memberships due?

Memberships run from July 1 to June 30 the following year. In order to be on the map, we must receive your membership fees by August 31, 2007. Erin is going on maternity leave mid-October so we are printing the guide earlier this year, so please hand in your memberships ASAP.

## How soon do I start getting promoted?

As soon as you become a member, you will be listed on and linked to our websites. When we mail out our guide to inquiries, we include a letter which has all of our new members and their contact information on it. Renewing members must pay by August 31 so that your membership is not interrupted.

## What is the deadline to book print advertisements?

Summer ads must be booked by September 1, 2007. Payment due at booking.

## Is there a deadline for booking Internet Banner ads?

No, you can book an internet banner ad at any time of the year. However, if you book a year banner ad at the same time you book a print advertisement, you will receive a 10% discount on both your print ad and your year banner ad.

## When do I pay for my membership or ads?

Membership and ad fees are due at the time of joining or booking an ad. Due to the fact we are a membership-based, non-profit organization and decide upon marketing expenditures based on membership and ad sales, we must have these revenues in hand in order to implement the annual Marketing Plan. Ads will not be created without payment.

## Can I receive any discounts?

Yes, there are 3 ways to receive a discount.

- 1 - Memberships paid by July 31, 2007 will receive the **early bird price (10% off)**.
- 2 - If you book & pay for your print advertisement before July 31, 2007, you will only pay the **early bird price**.
- 3 - If you book both a print advertisement and a year-long banner ad, you will receive **10% off both prices**.

## Are there any extra design costs for the advertisements to be created?

No, your ad can be created for you at no extra cost. All ads are full-colour.

## When do I have to have my ad materials in to the Sunset Country office?

The deadline for print advertising material is September 7, 2007.

## What is the "Member Portfolio" that is included in this Membership Package?

The Member Portfolio is what we use to keep track of what facilities or amenities you offer. It is important you go over it carefully as this is where we get information for our directories in the Guide as well as on the websites. Please check only those categories for which you offer packages.

## I want qualified inquiries, how can I get them.

Our GOLD & SILVER members receive inquiries. Daily email inquiries and weekly inquiry lists are available. For the daily email inquiries, you receive them at the same time the Sunset Country Office does. The weekly lists include all of the other inquiries as well, such as phone, card deck or mail, and are emailed to you. You can get the weekly lists either as a word document, excel file or as a webpage.

## If I get the daily email inquiries, why do I need the weekly lists?

The weekly lists do include the daily emails, but they also include all the phone calls we get and all the inquiries received in the mail.

## Do I have to pay extra for web links to the Sunset Country websites?

No, as part of your membership fee, you receive links on all the Sunset Country websites that are applicable to your business (up to 28 links).

## How do I get a location dot for my business on the maps in the Sunset Country Travel Guide & Map?

All roofed accommodation businesses (i.e. lodges, resorts, campgrounds, houseboat operators, canoe outfitters, hotels/motels and B&Bs) get a dot on the pull-out area map. Retail and service businesses, along with hotel, motels and B&Bs, Township offices and Local Tourist Organizations are dotted on the town maps in the Travel Guide. Canoe outfitters will have dots on the Parks/Waterways they utilize.

## Can I upgrade my membership during the year?

Yes, if you decide to upgrade, you only pay the difference of the two amounts.

## Can I get my brochures distributed at the Sport Shows?

Yes, all GOLD members get their own brochures distributed at the 4-5 Sport and Travel Shows that Sunset Country attends.

## Can you guarantee that I'll get bookings?

No, nobody can guarantee bookings, but we can guarantee qualified leads. We distribute thousands of copies of our guides to qualified customers. We strive to give you the maximum amount of leads possible. We also send many visitors to your website from our sites. From September 14, 2006 to May 31, 2007, we referred 640,949 visitors to member's websites which is about 2,475 visitors per day to our member's websites. If you have a tracker on your website, you'll see how many people are referred to your website from ours. Remember that you'll not only see referrals from [www.sunsetcountry.net](http://www.sunsetcountry.net), but from all of our other websites as well. See Page 6 for a complete list of all our websites. We are the top referrer for many of our members with trackers on their websites.

