

# Sunset Country 101



**YOUR GUIDE TO MEMBERSHIP WITH SUNSET COUNTRY TRAVEL ASSOCIATION**

**We can help you catch 'em... and keep 'em coming back.**

## **WHY SHOULD I BE A MEMBER?**

When you join Sunset Country you become part of a larger community. The Association concept is a simple one – through Sunset Country - your dollars work with the dollars of other businesses, organizations, and municipalities in the region. Using these pooled resources, we create together, a more powerful presence in the marketplace than each business could on its own.

**EARLY BIRD DISCOUNT**  
**10% OFF**

MEMBERSHIP FEE & ANY AD  
BUYS IF PAID BY JULY 31, 2008

*“It’s about what you need and what you get – results and a return on your investment”*

## **DO YOU WANT:**

- More consumers to become aware of and visit/stay at your business
- A listing in Northwestern Ontario’s most comprehensive travel guide
- The opportunity to purchase a display ad in the travel guide
- A dot showing your location on the regional travel map or local town map
- Links on up to 28 websites that send thousands of visitors a year to your website
- To be part of a marketing effort that generates thousands of information inquiries
- To have your brochures distributed at Sport Shows through the Sunset Country booth

# Benefits of Membership

## How do we help you catch 'em you ask? Here's how....

### Internet Presence

Sunset Country's strong presence on the Internet – specifically the Search Engines – will result in thousands of direct visitors to your website from ours. In the past year, members with websites received an average of 3,819 visitors from the Sunset Country websites and some members received well over 7,000!



### Regional Travel Guide

In production since 1999, the Sunset Country Travel Guide is Northwestern Ontario's most comprehensive source of travel information. Using a high quality cover stock and with its trademark red color, the guide is in high demand from consumers looking to book a trip. It is also used by those who have already booked a trip and want to know about other things to see and do, where to shop, where to eat etc. Your membership includes a listing in the Member Directory inside the guide as well as providing you with the opportunity to place an advertisement to further brand your business.

Retailers, hotels, motels and community organizations also receive location dots on the town and city maps found in the communities section of the guide.



### Fishing Map

If you own a lodge, resort or fly in operation then you want to be a member and have a dot on the popular Sunset Country Fishing map. Every year, the map is used by thousands of anglers to find their place to stay. Members receive a second directory listing on the back of the map describing what you offer and your contact info. Accommodations and outfitters also receive a dot(s) identifying your facility location(s) and your lake(s). This poster-sized map is inserted into the center of the travel guide.

### Targeted Advertising Promoting NWO

Benefit from Sunset Country's targeted advertising buys. We reach a qualified consumer looking to stay at your facility or buy your product or service. Through major outdoor and travel magazines, on television, sending direct mail, attending sport shows and coordinating media tours we promote our area in your markets. As a member, you benefit when consumers responding to this effort go to one of our websites or receive our travel guide where they find you and purchase the actual trip package.



### Travel Information Inquiries

Each year our marketing plan generates thousands of information inquiries from consumers. You can access this list of consumers and follow-up with a targeted email or information package to people who have specifically requested a member follow-up.



Photo: G. Rege

# Membership Packages

Our membership packages suit all needs & budgets....

## GROUP 1: ACCOMMODATIONS & OUTFITTERS

**INCLUDES:** Resorts, lodges, outposts, campgrounds, houseboat operators, canoe outfitters, hotels/motels and B&Bs.

### BRONZE Package

**OUR BASE LEVEL PACKAGE INCLUDES:**

- Listing in main Member Directory in the Sunset Country Travel Guide
- Location dot on regional Travel Map
- Listing in Member Directory on back of regional Travel Map
- Links for your website on up to 28 of the Sunset Country websites

**MEMBERSHIP FEE:**

Before July 31, 2008 ..... **\$256.50 + GST**  
After July 31, 2008 ..... **\$285.00 + GST**

### SILVER Package

**OUR SILVER LEVEL PACKAGE INCLUDES:**

- Listing in main Member Directory in the Sunset Country Travel Guide
- Location dot on regional Travel Map
- Listing in Member Directory on back of regional Travel Map
- Links for your website on up to 28 of the Sunset Country websites
- **PLUS DAILY AND WEEKLY INQUIRY LISTS**

**MEMBERSHIP FEE:**

Before July 31, 2008 ..... **\$355.50 + GST**  
After July 31, 2008 ..... **\$395.00 + GST**

**NEED HELP DECIDING ON THE PACKAGE THAT IS RIGHT FOR YOU?**  
Call 1-800-665-7567 or email [info@sunsetcountry.net](mailto:info@sunsetcountry.net)

### GOLD Package

**OUR GOLD LEVEL PACKAGE INCLUDES:**

- Listing in main Member Directory in the Sunset Country Travel Guide
- Location dot on regional Travel Map
- Listing in Member Directory on back of regional Travel Map
- Links for your website on up to 28 of the Sunset Country websites
- **Daily and weekly inquiry lists**
- **PLUS WEBSITE PROFILE PAGE** – increases your visibility on our website and on the Internet Search Engines meaning you'll get more (on average 30% more) visitors going from our websites to yours (compared to bronze or silver members)
- **PLUS DISTRIBUTION OF YOUR BROCHURES** at our booth at the Sport Shows we attend

**MEMBERSHIP FEE:**

Before July 31, 2008 ..... **\$504.00 + GST**  
After July 31, 2008 ..... **\$560.00 + GST**



**"EACH YEAR OUR MARKETING PLAN GENERATES THOUSANDS OF INFORMATION INQUIRIES FROM CONSUMERS."**

# Membership Packages

## GROUP 2: RETAIL & SERVICE BUSINESSES

**INCLUDES:** Retailers, restaurants, gas stations, grocery stores, professional services, marinas, bait and tackle shops, boat dealers, car dealers, Chambers, etc.

### STANDARD Package

**AS A RETAIL & SERVICE MEMBER YOU GET THE FOLLOWING:**

- Listing in Member Directory in the Sunset Country Travel Guide
- Location dot on your local town map in the Guide
- Directory listing on back of pull-out Travel Map
- Link/listing on all 28 of the Sunset Country websites

### RETAIL AND SERVICE DIRECTORIES

Depending on the type of business you own, you may get an additional listing in our specialty directories that are found inside the Travel Guide. We currently have the following specialty directories:

- Bait and Tackle Shop Directory
- Gas Station Directory/Map
- Restaurant Directory
- Gift Shop Directory
- Travel Agent Directory
- Golf Course Directory

### MEMBERSHIP FEE:

Before July 31, 2008 .....**\$135.00 + GST**

After July 31, 2008 .....**\$150.00 + GST**

### UPGRADE Profiled Package

**PROFILED RETAIL/ATTRACTION MEMBERSHIPS INCLUDE THE FOLLOWING:**

This membership category was created in response to some retailers and attractions wanting an enhanced website presence and access to travel information inquiries. Included in this category is a website "profile page" similar to the profile page Gold Level roofed accommodations have.

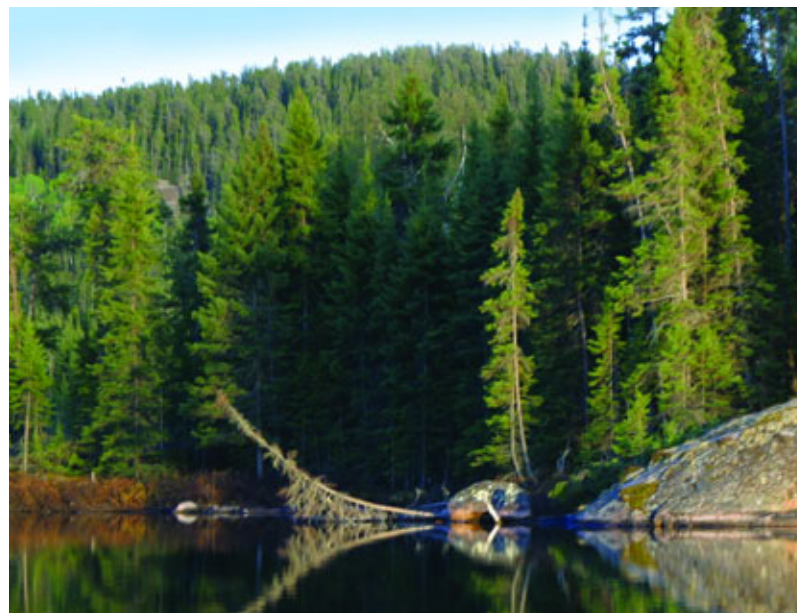
This membership package also gets you distribution of your brochure at the Sport Shows we attend and access to our daily/weekly inquiry lists.

### MEMBERSHIP FEE:

Before July 31, 2008 .....**\$445.50 + GST**

After July 31, 2008 .....**\$495.00 + GST**

**NEED HELP DECIDING ON THE PACKAGE THAT IS RIGHT FOR YOU?**  
Call 1-800-665-7567 or  
email [info@sunsetcountry.net](mailto:info@sunsetcountry.net)



# Membership Packages

## GROUP 3: LOCAL TOURIST ORGANIZATIONS

**INCLUDES:** Organizations whose PRIMARY FUNCTION is local tourism promotion and visitor services specifically, running a local tourist info centre within a Sunset Country community.

### LTO Package

**LOCAL TOURIST ORGANIZATION MEMBERS RECEIVE THE FOLLOWING:**

- A Student Travel Counselor for your local Travel Information Centre
- Daily and weekly inquiry lists – follow up for your brochure
- Location dot on local town map in Sunset Country Guide
- Specific reference to your organization in the Travel Guide editorial and on our websites as the source for local travel information on your community/region
- Listing in the “Local Tourism Organization” Directory inside the Travel Guide
- A website link on all 28 of the Association’s websites
- Major reference to your community and your organization on our website promoting the Towns and Cities in Northwestern Ontario [www.ontariotowns.net](http://www.ontariotowns.net)

#### MEMBERSHIP FEE:

Before July 31, 2008 ..... **\$405.00 + GST**  
After July 31, 2008 ..... **\$450.00 + GST**

## GROUP 4: ALLIED MEMBERSHIP

**INCLUDES:** Corporations, regional firms with multiple offices and those businesses with an interest in reaching our members and supporting tourism.

### ALLIED Package

**ALLIED MEMBERS RECEIVE THE FOLLOWING:**

- One, quarter page sized advertisement in our three Newsletter mail-outs
- Special Listing on our websites – this includes your logo and a 150 word description with a link direct to your website
- Listing in Main Directory on the Sunset Country Travel Guide
- Logo on the Sunset Country Regional Travel Map
- Location dot on local town maps (if applicable)

#### MEMBERSHIP FEE:

Before July 31, 2008 ..... **\$607.50 + GST**  
After July 31, 2008 ..... **\$675.00 + GST**



**WHEN YOU JOIN SUNSET COUNTRY YOU BECOME PART OF A LARGER COMMUNITY WHERE YOUR DOLLARS WORK WITH THE DOLLARS OF OTHER BUSINESSES & ORGANIZATIONS.**

**EARLY BIRD DISCOUNT**

**10% OFF**

**MEMBERSHIP FEE & ANY AD BUYS IF PAID BY JULY 31, 2008**

# 2009 Advertising Rates

## SUNSET COUNTRY TRAVEL GUIDE



In production since 1999, the current version of the Sunset Country Travel Guide has evolved into Northwestern Ontario's most comprehensive source of travel information.

Using a high quality cover stock and with its trademark red color, the guide is in high demand from consumers looking to book a trip. It is also

used by those who have already booked a trip and want to know about other things to see and do, where to shop, where to eat, etc.

Your membership provides you with the opportunity to place an advertisement in the guide to promote your business to a targeted consumer.

**Q.** Why should I put an ad in the Travel Guide - I already get a listing in the Directory?

**A.** Yes, you do get listed in the Directory as part of your membership but the value of a print ad in the Travel Guide is well worth the extra cost. The Travel Guide is the Association's main "fulfillment piece" – what we send to consumers who have requested travel information. The majority (about 65%) of consumers who request travel information from us do not request a member follow-up – they only want the guide. Your ad gives you the opportunity to brand your business to these consumers and explain what you have to offer and why you should be the facility chosen.

All ads are in full process colour and the design of the ad is included in the price – what a great deal! The main reason to advertise is because of the quality of the consumer who receives our publication – since they have specifically requested it, you know they are considering or actively looking to book a trip.

***OUR ADVERTISING RATES FOR THE 2009 TRAVEL GUIDE ARE THE SAME AS LAST YEAR!  
THESE RATES INCLUDE THE DESIGN OF YOUR AD!***

## 2009 ADVERTISING RATES: Sunset Country Travel Guide

AD SIZE	AD DIMENSIONS	BEFORE JULY 31*	AFTER JULY 31
1/16 Page	3.625"w x 1.125"h	\$229.50	\$255.00
1/8 Page	3.625"w x 2.375"h	\$445.50	\$495.00
1/4 Page	3.625"w x 4.875"h	\$850.50	\$945.00
1/2 Page	7.5"w x 4.875"h	\$1480.50	\$1645.00
Full Page	8.125"w x 10.75"h + bleeds	\$2853.00	\$3170.00
Inside Fr/Bk	8.125"w x 10.75"h + bleeds	\$3370.50	\$3745.00

\* To qualify for the early booking discount, ads must be booked & paid for in full by July 31, 2008. If payment is not received by this time, you will be charged the full amount. All ad fees are due at the time of booking. Visa & Mastercard are accepted. Prices are also subject to GST.

## INTERNET WEBSITES

### BENEFIT FROM ONTARIO'S MOST POWERFUL TRAVEL WEBSITES – WE GET FOUND ON THE SEARCH ENGINES!

Just take the time to do a travel search on Google and you see that Sunset Country has a very strong presence in the top search results. Our success on the search engines is directly related to you, our members! With so much to tell about so many businesses, communities and travel experiences, we have developed the most comprehensive collection of travel information about Northwestern Ontario on the Internet and the search engines have rewarded us. You can directly benefit from this success and increase the number of visitors to your website by purchasing an Internet banner ad. We offer a number of opportunities and the cost of the banner ad varies based on where and on what website you put it on.

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

	FRONT DOOR	*INSIDE CATEGORY PAGE
<b>1 MONTH</b>	\$150/mth	\$100/mth
<b>QUARTERLY</b>	\$125/mth	\$75/mth
<b>ANNUALLY</b>	\$100/mth	\$50/mth

The Front Door banner ads are on our home page at [www.sunsetcountry.net](http://www.sunsetcountry.net).

\*The Category Pages banner ads can be placed on one of the following pages:

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



### Banner Ads on Sunset Country Product-Specific Websites

**COST:** \$400.00 PER YEAR (+ GST) FOR A BANNER AD ON ANY TWO OF THESE WEBSITES

One of the keys to our Internet success is the thousands of visitors we get to our “product-specific” websites. Unlike our main website, the product-specific websites focus on a more detailed presentation of a particular travel experience. In total we have an additional 27 websites that have been built with this strategy in mind. These sites receive less traffic than our main website but are highly optimized on search engines for their subject matter – and deliver a highly qualified customer. These sites include:

#### FISHING:

[canadafishing.ca](http://canadafishing.ca), [ontariowalleyefishing.ca](http://ontariowalleyefishing.ca), [ontariobassfishing.ca](http://ontariobassfishing.ca), [ontariotroutfishing.ca](http://ontariotroutfishing.ca), [ontariopikefishing.ca](http://ontariopikefishing.ca), [ontariomuskiefishing.ca](http://ontariomuskiefishing.ca)

#### HUNTING:

[ontariomoosehunting.ca](http://ontariomoosehunting.ca), [ontarioduckhunting.ca](http://ontarioduckhunting.ca), [ontariobearhunting.ca](http://ontariobearhunting.ca), [ontariodeerhunting.ca](http://ontariodeerhunting.ca)

#### ACCOMMODATIONS/OUTFITTING:

[ontarioresortsandlodges.ca](http://ontarioresortsandlodges.ca), [ontarioaccommodations.net](http://ontarioaccommodations.net), [ontariofishinglodges.ca](http://ontariofishinglodges.ca), [ontariofishingresorts.ca](http://ontariofishingresorts.ca), [ontariocampgrounds.net](http://ontariocampgrounds.net), [ontariohouseboats.ca](http://ontariohouseboats.ca), [canoenorthwestontario.ca](http://canoenorthwestontario.ca), [ontarioflyinoutposts.ca](http://ontarioflyinoutposts.ca)

#### LOCATION-ORIENTED:

[northwestontariolakes.ca](http://northwestontariolakes.ca), [ontariotowns.net](http://ontariotowns.net), [northwestontario.ca](http://northwestontario.ca)

#### MISCELLANEOUS:

[northwestontariomaps.ca](http://northwestontariomaps.ca), [greatcanadianexperience.com](http://greatcanadianexperience.com), [ontariotravelinformation.ca](http://ontariotravelinformation.ca), [ontarioadventures.ca](http://ontarioadventures.ca)

The product-specific websites provide excellent opportunities for you to appeal to avid consumers looking for a specific experience and have found one of our websites.

# “The results from our marketing plan makes all the difference.”

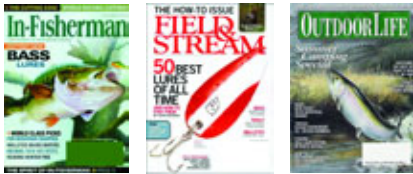
When you sign up with Sunset Country your membership and advertising fees are used to fund a destination-marketing plan. Promoting the Sunset Country Brand is a key part of how we compete in the busy travel market place. The goal is to create awareness of & interest

in traveling to our part of Ontario. The advertising that we place, the sport shows we attend and the websites we operate have a significant impact that drives information inquiries and direct referrals to you. Here's a summary of our activities:

## Print Advertising:

We have a presence in targeted magazines with a combined circulation of over 6 million readers. Some examples of where we place ads:

- Field & Stream
- Outdoor Life
- In-Fisherman
- AAA & CAA Auto Club



## Direct Mail:

We reached over 300,000 households in 2008 with a mail-out to members of the North American Fishing Club. This resulted in over 1,000 direct responses for additional travel information.

## Television:

Through media familiarization trips and commercial buys we appear on multiple networks on multiple television shows including:

- The Outdoor Channel
- Midwest Outdoors
- In-Fisherman TV

**In-Fisherman**  
TELEVISION

*Midwest Outdoors*



## Websites:

The Sunset Country suite of 28 websites is a leader in organic search results on search engines such as Google, Yahoo, AOL and MSN- Live.

The Internet is now the number one method used by consumers to acquire travel information so having a big presence on the search engines is very important. Here are some results from last year:

- Total visitors to all sites June 1, 2007 to May 31, 2008 = 4,999,777
- Average # unique visitors per day for the whole year = 13,698
- Peak # of visitors on any day – May 31, 2008 = 26,596
- Combined total # visitors referred to member websites for the year = 1,393,945
- Average # of referrals/day all members = 3,819 (8.6 per day, per member)