



Sunset Country 101

YOUR GUIDE TO MEMBERSHIP WITH SUNSET COUNTRY TRAVEL ASSOCIATION

We've been reaching your customers for 35 years.

WHY SHOULD I BE A MEMBER?

Effective marketing is about reaching the most qualified customers for the least amount of money. For the past 35 years, the Travel Association has positioned Ontario's Sunset Country travel region as Canada's most genuine and exciting outdoor vacation destination. Destination marketing using the Sunset Country brand has proven to be an effective strategy that has yielded high returns.

EARLY BIRD DISCOUNT
5% OFF
 MEMBERSHIP FEE & ANY AD
 BUYS IF PAID BY JULY 31, 2009

"It's about what you need and what you get – results and a return on your investment"

KEY BENEFITS OF BEING A MEMBER:

- You receive direct customer referrals that result in visitors to and confirmed bookings at your place of business
 - You receive links on Ontario's most effective Internet websites marketing the outdoors, travel and vacations
 - You participate in and benefit from the marketing of a widely known destination brand - Ontario's Sunset Country
 - You have the option to participate in enhanced opportunities including print advertising, website banners, brochure distribution - all to a qualified target market
- and much more...

Benefits of Membership

Some real reasons to join the Travel Association

Internet Presence

Nobody in Ontario - and probably Canada - can compete with the performance of our websites. Our flagship website at www.sunsetcountry.net along with our 26 other websites receive millions of unique visitors each year and produce more qualified traffic for our members than just about any other website except Google. The key to our success is our search engine visibility - people find us when they surf the Internet - and that means they also find you!



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

There is advertising and then there is targeted advertising. Targeted advertising generates a much higher yield because it goes after consumers in established, well-known source markets and appeals to their avid interest in what you offer. All the advertising we do is carefully selected to ensure a presence on TV, in print and we use direct mail that targets consumers interested in your product and who live in the geographic source markets most important to you.



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.



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



Membership Packages

New Platinum Level Package offer dramatic cost savings!

PLATINUM Package

There are many challenges in the market place these days and even having the ability to properly advertise and promote your business is getting is often a challenge. The NEW Platinum Level Membership Package is our response to these challenges that our members face.

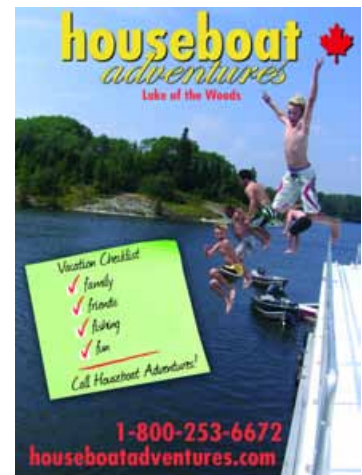
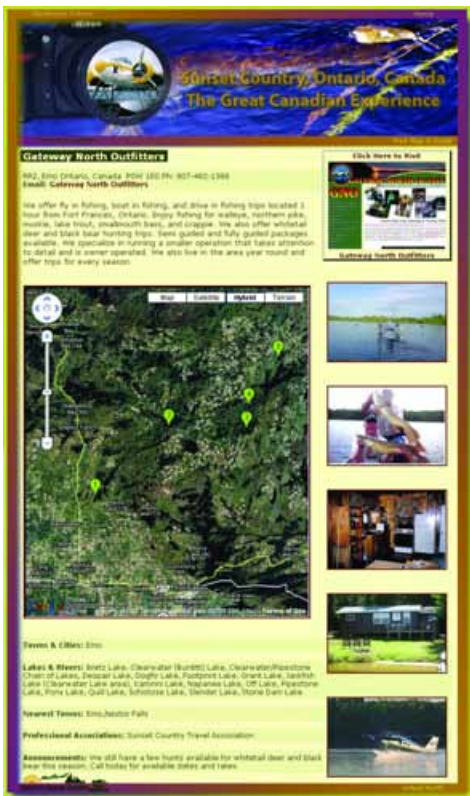
The advantages lie in the value this package offers – allowing you to participate in the full range of our marketing programs and while paying a significantly discounted price for doing so. This package is all-inclusive and includes:

- Two product website banner ads,
- A 1/4 page full colour ad in our Travel Guide
- Distribution of your brochure at three sport shows
- Daily and weekly qualified inquiries
- NEW! 3 page Website Profile
- Listing in the 2010 Membership Directory in Travel Guide
- Location dot(s) and listing on the 2010 Sunset Country Map

The big add on is the new three-page website profile. This new expanded website profile gives you a major presence on our Internet websites increasing your own website's visitors. Included are three pages in total – exclusively about your business - with overview and category text descriptions, 10 images that you select to feature and a third page showing your 1/4 page print ad in the 2010 Travel Guide. The Platinum Level Member website profile will triple your presence on the Sunset Country websites.



Get all this for the astoundingly low price of \$1850.00 Plus GST!



■ 1/4 Page ad in the Sunset Country Guide



■ 2 Internet Banner Ads

■ Sample 3 Page Website Profile which includes map locations and 10 images of your choice!

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 BRONZE 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, 2009 **\$270.75 + GST**
After July 31, 2009 **\$285.00 + GST**

NEED HELP DECIDING ON THE PACKAGE THAT IS RIGHT FOR YOU?
Call Jillian at 1-800-665-7567,
cell 807-474-0777 or email
sales@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, 2009 **\$532.00 + GST**
After July 31, 2009 **\$560.00 + 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, 2009 **\$375.25 + GST**
After July 31, 2009 **\$395.00 + GST**



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, 2009\$142.50 + GST
After July 31, 2009\$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, 2009\$470.25 + GST
After July 31, 2009\$495.00 + GST



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

EARLY BIRD DISCOUNT

5% OFF

MEMBERSHIP FEE & ANY AD
BUYS IF PAID BY JULY 31, 2009

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

MEMBERSHIP FEE:

Before July 31, 2009 **\$427.50 + GST**
After July 31, 2009 **\$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:

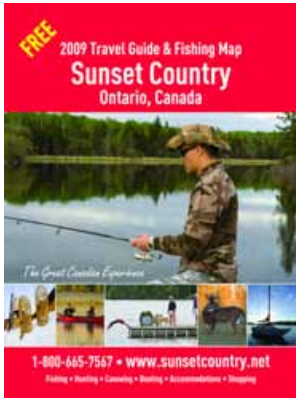
- One, quarter page sized advertisement in our three Newsletter mail-outs
- Special Listing on our websites – this includes your logo and a 150 word description with a link direct to your website
- Listing in Main Directory on the Sunset Country Travel Guide
- Logo on the Sunset Country Regional Travel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

MEMBERSHIP FEE:

Before July 31, 2009 **\$641.25 + GST**
After July 31, 2009 **\$675.00 + GST**



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 2010 TRAVEL GUIDE ARE THE SAME AS LAST YEAR! THESE RATES INCLUDE THE DESIGN OF YOUR AD!

2010 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	\$242.25	\$255.00
1/8 Page	3.625"w x 2.375"h	\$470.25	\$495.00
1/4 Page	3.625"w x 4.875"h	\$897.75	\$945.00
1/2 Page	7.5"w x 4.875"h	\$1562.75	\$1645.00
Full Page	8.125"w x 10.75"h + bleeds	\$3011.50	\$3170.00
Inside Fr/Bk	8.125"w x 10.75"h + bleeds	\$3557.50	\$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.

2010 Advertising Rates

INTERNET WEBSITES

HARNESS THE POWER OF THE INTERNET FOR YOUR BUSINESS...

Travel and Tourism Marketing has literally been turned on its head by the Internet. For roofed accommodations, outfitters and many other businesses, the Internet is now the first point of contact for 85% of your new customers. Now that you've invested in your website you need to promote it because your website is your business on the World Wide Web.

You can receive a significant increase in visitors to your website by purchasing an Internet banner ad on one of our websites.

For the biggest impact, a banner on our main website at www.sunsetcountry.net will result in over a thousand new visitors to your website over the year. Banner ads on our micro-websites which receive a smaller but more qualified visitor are even more affordable and will result in hundreds of new visitors to your website annually. The secondary benefit of a ban-

ner advertisement is the "impression" value to consumers who are surfing our websites - they see it and your business name even if they don't actually click-through.



MAIN WEBSITE

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

MICROSITE

COST: \$400.00 PER YEAR (+ GST) FOR A BANNER AD ON ANY TWO PRODUCT SPECIFIC WEBSITES

For a list of available websites, please contact us at **1-800-665-7567**.

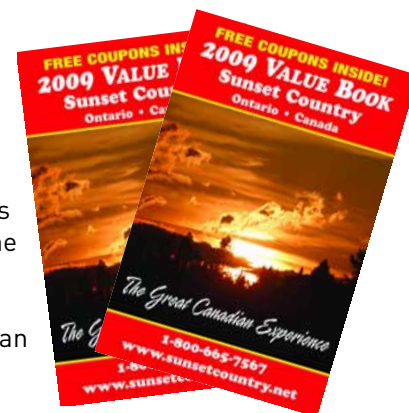
COUPON BOOKS

COUPON CAN MAXIMIZE YOUR RUBBER TIRE TOURIST TRAFFIC

New just this past summer is the Sunset Country "Value Book" - a new project we undertook to help retailers and accommodation businesses maximize the traffic they get from the summer rubber tire tourist. Available at over 80 retail outlets, in hotels and travel information centres across Northwestern Ontario, the Sunset Country Value Book is sure to be popular with the tourists.

Here's your opportunity to purchase a coupon in the 2010 Value Book and get your business known to all who pick up a copy of the book. We're sure it will be popular with the local residents - not just tourists! At \$175.00 plus GST it is

also very affordable. Design and printing of your full colour coupon is included in the price. The Value Book is also available on-line on our websites where customers can download and print your coupon.



Please look for your copy of the 2009 Value Book enclosed inside your Membership package.

NOTE: Membership with the Travel Association is **NOT** required to advertise in the coupon book.

