

SUNSET COUNTRY

101

Special 2020 Rates


Membership Benefits



2020/2021 Membership Package

visitsunsetcountry.com • info@visitsunsetcountry.com

1-800-665-7567 • 807-468-5853

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Join our fishing group on Facebook: **Fishing Northwest Ontario's Sunset Country** or our group for lady anglers: **Connecting Women Anglers in Ontario's Sunset Country**

Top 10 Benefits of Joining Sunset Country

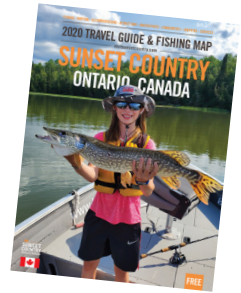
1. **Traffic to your website.** Visitsunsetcountry.com is the #1 source for tourists looking online for information about coming to the area - and you're linked to it!
2. **Qualified sales leads.** Access to thousands of qualified sales leads for your accommodation business.
3. **Business listing** in the #1 requested travel guide for Northwestern Ontario.
4. **Strength in numbers.** Competing regions are trying to draw tourists to their area and away from ours. Your membership revenues go directly into marketing the area. Sunset Country competes on everyone's behalf at a national and international level, favourably positioning this region against many others in a busy travel marketplace.
5. **Reach more people on social media.** Your business can extend its marketing reach through sharing content on our popular social media platforms such as Facebook, Instagram and Twitter.
6. **Reach more people at sport shows, even if you aren't there.** We will distribute your brochure at consumer sports shows.
7. **FAM Tours.** Members can benefit from the travel media we bring to the area by hosting them while they are here.
8. **Opportunity to advertise in the Sunset Country Guide.** Fact: 68% of visitors use the travel guide to choose their accommodations in Sunset Country!
9. **Opportunity to advertise in our Consumer e-Newsletter** which is emailed 1-2 times a month to over 3,600 subscribers.
10. **Plain and simple, to increase your revenue!**

20% off
membership
and ads for
this year

By the Numbers: The Sunset Country Travel Guide and Map

The well-rounded, 80 page annual travel guide includes community maps as well as a large, poster-sized map showing outfitter facility locations across the region. The guide is your opportunity to put your best foot forward when trying to draw anglers, hunters and other tourists visiting the region. It's a great investment and these numbers provide the evidence why:

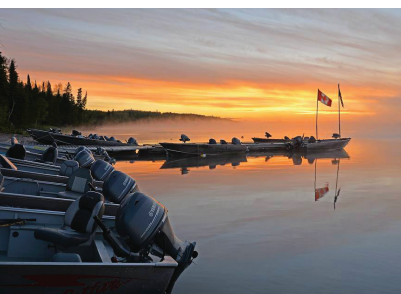
- ★ 22,000 Sunset Country Travel Guides distributed last year (not including digital downloads)
- ★ 50% of the people who received our travel guide booked a trip
- ★ 85% of people said the pull-out map was the most useful feature of the brochure
- ★ 77% of people who received the guide stated the accommodation listings were **very** useful
- ★ 30% of people who received the guide asked for a direct member follow-up
- ★ The top 3 states we send the travel guide to, in order of most requested, Wisconsin, Minnesota, and Illinois



By the Numbers: visitsunsetcountry.com

Sunset Country is a leader in digital marketing in Northwest Ontario through our website, **visitsunsetcountry.com** and our social media channels. Our website is continually evolving and is showing year-over-year traffic and referrals increases. Here are some of the numbers:

- ★ 100,808 referrals from **visitsunsetcountry.com** and 14,841 referrals from **northernontario.travel/sunset-country** to our member websites in 2019
- ★ 665,870 user sessions on **visitsunsetcountry.com** and **northernontario.travel/sunset-country** in 2019
- ★ 45% of people who visit the website click through to a member's website
- ★ 59% of visitors to **visitsunsetcountry.com** live in the USA
- ★ 65% of visitors find **visitsunsetcountry.com** through an organic search



Being a member of Sunset Country Tourism has been one of the best decisions we have made for our business. The team of people they have working for us in the tourism industry have our best interests in mind and work hard to make sure we are promoted to potential guests. We always choose the Platinum Package because it provides us the best value for our advertising dollar.

We also believe Sunset Country Travel Association is aware of the latest marketing trends and adapts to those trends to best market Northwest Ontario as a premier travel destination.

Steve, Christine and Jeremiah Swafford, Manotak Lodge

2020/2021 Membership Options



Since 1974, Ontario's Sunset Country Travel Association has been promoting tourism in Northwestern Ontario. Our strength lies in our numbers, specifically the number of members we have allows us to implement marketing campaigns that are much larger and more effective than operators can do on their own. Working together, we have been able to position Sunset Country as one of North America's most exciting outdoor vacation destinations and the most-visited destination in Canada by U.S.-based freshwater anglers.

2020/2021 Membership Options

Ontario's Sunset Country offers several membership packages to choose from. We have membership packages for:

- **Accommodations:** Platinum, Gold or Standard
- **Retailers/Services and Suppliers:** Standard or Allied
- **Local Tourism Organization (LTOs)**
- **Municipalities**

We also offer a range of pricing options within some of these categories based on what's included in the package. In addition to memberships, Sunset Country has several advertising options that our members can take advantage of, including:

- ✓ **Annual Sunset Country Travel Guide & Map**
- ✓ **Digital Advertising** (banners, e-newsletter ads)
- ✓ **Social Media Packages** (content marketing mixed with social media support)

Behind all these options is a coordinated and well-funded marketing campaign to ensure consumers see your ad. Further, Sunset Country has the largest social media presence in tourism than any other organization in Northern Ontario. Your membership not only contributes to promoting the region of Ontario your business is located in, it leads to direct revenues for your business from the tourists we attract to the area and through online referrals.

ACCOMMODATION MEMBER PACKAGES:

Platinum Package

This package is available to **lodges, resorts, outposts** and **houseboat operators** and is by far, *the best value for your money*. The platinum package includes:

- ◆ **One, ¼ page full-colour ad (\$915.00 value) in the 2021 Sunset Country Travel Guide***
- ◆ **One digital banner ad on visitsunsetcountry.com**
- ◆ **Listed as a feature lodge in one Consumer eNewsletter per year**
- ◆ **Platinum member listings on visitsunsetcountry.com are shown first before Gold and Standard members**
- ◆ **Platinum website profile on visitsunsetcountry.com (10 photos, location map, description, video, links and contact info)**
- ◆ **Access to consumer inquiries through the Sunset Country Lead Management System**
- ◆ **Business listing in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)**
- ◆ **Location(s) dotted on the 2021 Sunset Country pull-out map and listing on the back of the map**
- ◆ **Your business brochures distributed by Sunset Country at sports shows**
- ◆ **Sharing of your photos and posts on our social media pages such as Facebook, Instagram, Twitter and Pinterest**
- ◆ **Mention of your business in blog posts on visitsunsetcountry.com and northernontario.travel (if applicable) with links to your website or Facebook pages.**



2020/2021 Platinum Package Fee: ~~\$2,225.00~~ **\$1,780.00 + HST**

Save 20% this year



* You have the option to increase the size of your print ad in the travel guide at an additional cost

ACCOMMODATION MEMBER PACKAGES:

Gold Package

This package is also designed for **lodges, resorts, outposts, and houseboat operators**. The gold package includes:

- ◆ Gold member listings on visitsunsetcountry.com are shown first before Standard members
- ◆ Basic website profile on visitsunsetcountry.com (photo, location map, description, links and contact info)
- ◆ Access to consumer inquiries through the Sunset Country Lead Management System
- ◆ Business listing in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)
- ◆ Location(s) dotted on the 2021 Sunset Country pull-out map and listing on the back of the map
- ◆ Your business brochures distributed by Sunset Country at sports shows
- ◆ Sharing of your photos and posts on our social media pages such as Facebook, Instagram, Twitter and Pinterest
- ◆ Mention of your business in blog posts on visitsunsetcountry.com and northernontario.travel (if applicable) with links to your website or Facebook pages.

Gold level members have the option to purchase print, digital or social media ads/packages in addition to the membership.

2020/2021 Gold Package Fee: ~~\$799.00~~ \$639.00 + HST



Standard Package*

This package is specifically designed for **hotels/motels, B&Bs, canoe outfitters, and stand-alone campgrounds** (no cabins). The standard package includes:

- ◆ Basic website profile on visitsunsetcountry.com (photo, location map, description, links and contact info)
- ◆ Business listing in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)
- ◆ Location(s) dotted on the 2021 Sunset Country pull-out map and listing on the back of the map
- ◆ Your business brochures distributed by Sunset Country at sports shows
- ◆ Sharing of your photos and posts on our social media pages such as Facebook, Instagram, Twitter and Pinterest
- ◆ Mention of your business in blog posts on visitsunsetcountry.com and northernontario.travel (if applicable) with links to your website or Facebook pages.

Standard level members have the option to purchase print, digital or social media ads/packages in addition to the membership.

* If you have a lodge with a campground adjacent to the lodge, you **DO NOT** need to buy a second membership as it is included in your Platinum or Gold membership. There are no consumer inquiries included in the Standard package. If you would like the inquiries, you must purchase Gold or Platinum. **If you are a lodge, outpost or houseboat operator, you must buy the Platinum or Gold Level.**

2020/2021 Standard Package Fee: ~~\$395.00~~ \$316.00 + HST

RETAILERS, SERVICES & SUPPLIERS PACKAGES:

Standard Retail/Service Business Package

This package is designed to be both affordable and effective for **retail and service businesses** in Northwest Ontario. The package includes:

- ◆ Basic website profile on visitsunsetcountry.com (photo, location map, description, links and contact info)
- ◆ Business listing in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)
- ◆ Location dot on the town/city map in the travel guide and listing on the back of the pull-out map
- ◆ Social media sharing on our Shop Sunset Country Facebook page and on Instagram, Pinterest and Twitter
- ◆ Your business brochures distributed by Sunset Country at sports shows
- ◆ Option to list tourism events related to your business on our Events Calendar on visitsunsetcountry.com
- ◆ Mention of your business in blog posts on visitsunsetcountry.com and northernontario.travel (if applicable) with links to your website or Facebook pages.

2020/2021 Gold Package Fee: ~~\$275.00~~ \$220.00 + HST

2020/2021 Membership Options



Allied Supplier Package

Are lodges and resorts a major customer for your business? If the answer is yes, then the Allied Supplier membership package has been designed specifically to help you reach our members. The package includes:

- ◆ 4 ads in our Industry newsletters sent to the members (1 print, 3 digital)
- ◆ Basic website profile on visitsunsetcountry.com (photo, location map, description, links and contact info)
- ◆ Business listing(s) in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)
- ◆ Location dot(s) on the town/city map in the travel guide and listing on the back of the pull-out map
- ◆ Social media sharing on our Shop Sunset Country Facebook page and on Instagram, Pinterest and Twitter
- ◆ Brochure or flyer distribution directly to our member outfitters in attendance at the sport shows
- ◆ Option to list tourism events related to your business on our Events Calendar on visitsunsetcountry.com

2020/2021 Allied Supplier Package Fee: ~~\$899.00~~ \$719.00 + HST

LOCAL TOURIST ORGANIZATIONS AND MUNICIPALITIES

Local Tourist Organization Package

Sunset Country has long partnered with local tourism offices and organizations to promote the region. As a LTO member, you benefit from your membership in many ways. The LTO membership package includes:

- ◆ Subject to Government funding approval, a summer student through Sunset Country for your information centre
- ◆ Organization listing in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)
- ◆ Location dot(s) on the town/city map in the travel guide and listing on the back of the pull-out map
- ◆ Basic website profile on visitsunsetcountry.com (photo, location map, description, links and contact info)
- ◆ Access to consumer inquiries through the Sunset Country Lead Management System
- ◆ Sharing of your photos and posts on our social media pages such as Facebook, Instagram, Twitter and Pinterest
- ◆ Your organization's brochure distributed by Sunset Country at sports shows
- ◆ Option to list tourism events related to your business on our Events Calendar on visitsunsetcountry.com
- ◆ Mention of your business in blog posts on visitsunsetcountry.com and northernontario.travel (if applicable) with links to your website or Facebook pages.

2020/2021 Local Tourist Organization Package Fee: ~~\$650.00~~ \$520.00 + HST

Municipality Package

Sunset Country takes pride in partnering with local communities to promote the region. As a municipality, you benefit from your membership in many ways. The Municipality membership package includes:

- ◆ Your community featured on several of our web pages with direct links to your municipality
- ◆ Municipality listing in the 2021 Sunset Country Travel Guide (photo, 30-word description and contact info)
- ◆ Location dot(s) on the town/city map in the travel guide and listing on the back of the pull-out map
- ◆ Opportunity to advertise in the Travel Guide
- ◆ Basic website profile on visitsunsetcountry.com (photo, location map, description, links and contact info)
- ◆ Sharing of your photos and posts on our social media pages such as Facebook, Instagram, Twitter and Pinterest
- ◆ Your municipality's brochure distributed by Sunset Country at sports shows
- ◆ Option to list tourism events related to your business on our Events Calendar on visitsunsetcountry.com

2020/2021 Municipality Fee: ~~\$0.275~~ \$0.22 per capita + HST

Why Purchase an Ad?

The travel guide is our main fulfillment piece. Anyone who contacts the office, fills out an online form, or visits our sport show booth receives a travel guide and map. Currently, only about 30% of the people that order the guide want to receive direct responses from our members. **Stand out to these potential customers with a print ad to reach the other 70%.** You must be a member to advertise in the guide.

Ad Size	Ad Dimensions	Last Year Rate	This Year Rate
1/16 Page	3.625"w x 1.125"h	\$308.55 + HST	\$247.00 + HST
1/8 Page	3.625"w x 2.375"h	\$598.95 + HST	\$479.00 + HST
1/4 Page*	3.625"w x 4.875"h	\$1,143.45 + HST	\$915.00 + HST
1/2 Page	7.5"w x 4.875"h	\$1,990.45 + HST	\$1592.00 + HST
Full Page	8.125"w x 10.75"h + bleed	\$3,835.70 + HST	\$3,069.00 + HST
Inside Fr/Bk Cover	8.125"w x 10.75"h + bleed	\$4,531.45 + HST	\$3,625.00 + HST

* A 1/4 page print ad is included in the Platinum Package.

Designs costs are included in the ad price.

Ad material due is **September 30, 2020**. Please email artwork to erin@visitsunsetcountry.com.

If submitting a finished ad: Files must be CMYK, 300dpi and 100% print size. Fonts must be embedded or converted to paths.



Recreate [rek-ree-eyt]






1. To refresh by means of relaxation and enjoyment, as restore physically or mentally.
2. To take recreation.

It's time to *recreate* yourself... at True North!

TRUE NORTH Outposts & Cabins
 Chuck & Cathy Mosbeck • Clearwater (Burditt) Lake, Emo, ON
 807-482-2362 • fish@tno.on.ca • www.tno.on.ca

Sample 1/4 page ad,

Ad Sizes

<p>Full Page Ad 8.375"w x 11"h (Including 1/8" bleed per side)</p> 	<p>1/2 Page Ad 7.5"w x 4.875"h</p> 	<p>1/4 Page Ad 3.625"w x 4.875"h</p> 	<p>1/8 Page Ad 3.625"w x 2.375"h (Approx. Business Card Size)</p> 	<p>1/16 Page Ad 3.625"w x 1.125"h</p> 
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What an incredible opportunity to be a part of this terrific "marketing machine". Regardless of the membership type you choose, what a tremendous value for you when it comes to marketing Northwestern Ontario and our camps and lodges - from lobbying for marketing dollars, securing programming opportunities, producing and distributing print materials, website presence and Internet advertising. Sunset Country does it all and their presence in the resource-based tourism

market is felt in the world-wide market place. Whether it be the travel guide or Internet presence, it takes very little effort on your part to provide an ad with some script and they do the rest!

*Jackie and Jody
 Anderson's Lodge
 Sioux Lookout, Ontario*

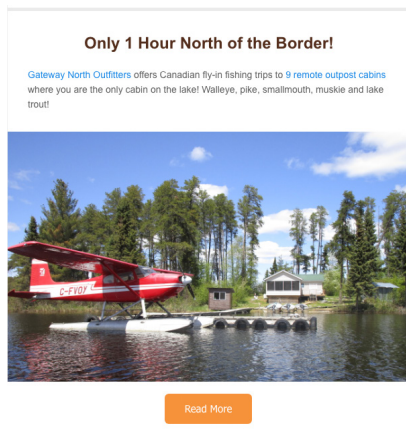
eNewsletter Ads

Consumer eNewsletter

Consumer eNewsletters are emailed to vacationers who have signed up to receive our eNewsletter. To advertise in the Consumer eNewsletter (Emailed to tourists), you must be a Sunset Country member. There are two options:

Full - Which is larger and is higher up in the newsletter

Half - Half the size of a full ad and placed further down in the eNewsletter



Full Ad:
\$349 \$279 + HST

Half Ad:
\$199 \$159 + HST

Ads are limited to 3 advertisements per issue. First come first serve.

Sample consumer eNewsletter ad.
Not to scale.

Industry eNewsletter

Industry eNewsletters are emailed to local businesses in Northwest Ontario several times a year. If you want to reach local businesses this is for you. There is one ad size available for purchase in the Industry eNewsletter.

One-time Placement **\$149 \$119 + HST**
3 Ad Placements **\$349 \$279+ HST**



Sample industry eNewsletter ad. Not to scale.

Social Media Package

Take advantage of our large social media audience with the Social Media Package. The package will run between 3-5 days where your business will dominate our social media accounts. Included in the package are:

- » A feature blog post that will be shared on all of our social media accounts
- » The blog article will appear on visitsunsetcountry.com
- » The blog article will be shared in our new consumer eNewsletter

- » 4 Facebook posts including a video if you have one plus the sharing of your blog post
- » \$200 towards Facebook ads boosting your five Facebook posts targeted to the audience you want to reach
- » 5 or more Instagram posts featuring your business
- » 5 or more tweets about your business

\$999 \$799 + HST

Internet Banner Ads

Increase your exposure on the Internet with a banner ad on visitsunsetcountry.com. The banner ads are run-of-site (ROS), which means the ad will appear randomly across the website. Banner ads are sold annually with the ad being on the website for one year from the time it goes live. All ads will follow a specific format with a price point or package attached. Design costs are included.
Please note: A banner ad is included in the Platinum Package.

\$749 \$599 + HST



Sample banner ad. Not to scale.

Data-Driven Marketing

A New Opportunity Available to Members of Sunset Country

Sunset Country Travel Association in partnership with [Big Click Inc.](http://BigClickInc.com) is pleased to offer a new digital marketing vehicle exclusively available to our members! A key challenge in advertising of any kind but especially digital advertising, is getting your ads seen by a qualified audience.

Data-driven digital marketing, also called programmatic marketing, uses custom-developed audiences of people who have previously demonstrated an interest in our area and lets you market direct to them through digital ads.

These custom audiences are developed mostly from the peoples browsing activity on-line, their subscription to our eNewsletters, visits to our website etc. and develops a custom audience that your business can market to.

Please watch your email for further information or call Gerry at 800-665-7567.

Ready to Join or Renew Your Membership?

Make sure you don't forget anything. Fill out our membership checklist.

First:

- ☐ Decide on a membership level
- ☐ Decide on a print ad (Platinum level includes a 1/4 page ad. Upgrades are available.)
- ☐ Decide on any digital marketing opportunities (Banner ad, Social Media Package and/or eNewsletter ad)
- ☐ Fill out the Remittance Form (**don't forget to add the HST**)
- ☐ Fill out the Member Portfolio (The form with all your contact information and amenities listed.) **Please ensure that everything is correct.** This is the information that goes into the guide and on your online profile.
- ☐ Email your Remittance Form and Member Portfolio to info@visitsunsetcountry.com or print out your Remittance Form and Member Portfolio, make any changes and scan and email or mail it in with payment to **Ontario's Sunset Country Travel Association**
PO Box 647, Kenora, ON P9N 3X6 or email info@visitsunsetcountry.com or fax 807-468-5484.
Payment can be made by cheque, cash, VISA, Mastercard or e-transfer to info@visitsunsetcountry.com.

Then:

- ☐ Email ad material for print to erin@visitsunsetcountry.com by September 30, 2020.
- ☐ If you are a new member or wish to change your photo or description in the travel guide, please email a high-res, horizontal (landscape) photo and 30-word description to info@visitsunsetcountry.com.
- ☐ If you are a new Accommodation member, or wish to change your descriptions online, please fill out the 30 word service teasers that you offer (housekeeping cabin, walleye etc) with this Google Form forms.gle/46CdEhNPWdqEPvS5A (You can also change your Main description there too.)
- ☐ If you are a new member or wish to change your online photo, please email the high-res, horizontal (landscape) photo to erin@visitsunsetcountry.com. **Platinum level members can add 10 horizontal photos and all other levels can add one photo.**
- ☐ If you are a Platinum level member, please email a link to your YouTube or Vimeo video to info@visitsunsetcountry.com
- ☐ If you are a Platinum member or are buying a banner ad, please fill out this Google Form at goo.gl/forms/aEHFXB00LbPXh02j1 and email the photo for your banner ad to erin@visitsunsetcountry.com.
- ☐ If you are buying a Consumer eNewsletter Ad, please fill in this Google Form at goo.gl/forms/yXn52Anxn0wfsRIA2 and email the photo for your eNewsletter ad to erin@visitsunsetcountry.com. Please also choose the month you'd like it to run. First come, first serve.
- ☐ If you are buying a Social Media Package, please contact Erin or Gerry at **800-665-7567** for details.

Our membership year runs from July 1 to June 30th each year, however, **you may join at any time**. The guide goes to the printers in **November** so you must join before then to be in the travel guide. Ad material must be in by September 30, 2020.

Payment Policy

Memberships and ads must be paid in full at the time of joining/renewal/booking. Cheque, cash, VISA, Mastercard or e-Transfer accepted.

Questions? Contact Us

We are ready to help. Call us at **800-665-7567** or **807-468-5853**.

Email:

Tracey Chartrand, Administrative Assistant - info@visitsunsetcountry.com

Gerry Cariou, Executive Director - gerry@visitsunsetcountry.com

Erin Rody, Marketing Manager - erin@visitsunsetcountry.com

Website: visitsunsetcountry.com • Fax: **807-468-5484**

Address: **PO Box 647, Kenora, ON P9N 3X6**

