

TO: Mayor Avis & Members of Council
FROM: Laurie Witherspoon, Treasurer
DATE: October 7, 2014
SUBJECT: 2015 Vacation Guide Map to Northwestern Ontario

BACKGROUND

At the September 22, 2014 Council Meeting, the letter received requesting advertisement in the 2015 Vacation Guide for Northwestern Ontario was referred to the Administration & Finance Executive Committee for recommendation.

The Northwestern Ontario Vacation Guide Map is a free travel guide. Forty thousand (40,000) maps are distributed each year through the All Canada Shows in the U.S., Ontario Travel Centres and other high traffic locations promoting tourism.

The Vacation Guide is a detailed map of Northwestern Ontario, covering Lake of the Woods from the west, Red Lake to the North, Quetico Provincial Park in the East and the Canadian/American Border to the south and includes the listing of services for each town. For your consideration, the same vacation guide map ad had been approved consecutively from 2006 to 2014 at a cost of \$520.00 (plus taxes). The 2015 cost for a double advertisement is \$540.00 plus applicable taxes.

RECOMMENDATION

The Administration & Finance recommend approval of advertisement in the 2015 Northwestern Ontario Vacation Guide Map at a cost of \$540.00 plus applicable taxes.

<p>Council Approval of this Report Will Agree to the recommendation of the Administration & Finance Executive Committee to approve advertisement in the 2015 Northwestern Ontario Vacation Guide Map at a cost of \$540.00 plus applicable taxes.</p>



SEP 15 2014

rosanne@fortfrances.com

116 First Street East, Fort Frances, ON P9A 1K2

www.fortfrances.com

Phone: 807-274-5373

Toll Free: 1-800-465-8508

Fax: 807-274-7286

September 10, 2014

Town of Fort Frances
320 Portage Avenue
Fort Frances, ON
P9A 3P9
Att. Kathy Lawson

Dear Kathy

It's that time of year again, and space is filling fast for our award-winning 2015 Vacation Guide Map to Northwestern Ontario. Now in our 21st year, the map continues to be a valuable guide for visitors to our area.

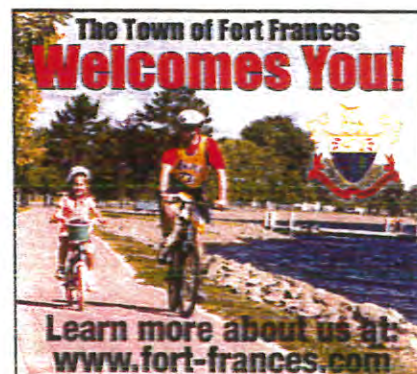
Voted Best Magazine for all of Canada in 2012 by the Canadian Community Newspapers Association, this highly detailed map is a must for your 2015 marketing plans!

Attached is some additional information regarding our map which is extremely affordable for your 2015 advertising budget. The cost of the ad that ran with us previously would be \$540.00 plus applicable taxes.

Thank you once again for your continued support in helping promote Northwestern Ontario's tourism industry.

Sincerely,

Rosanne Farmer
Sales Print Representative



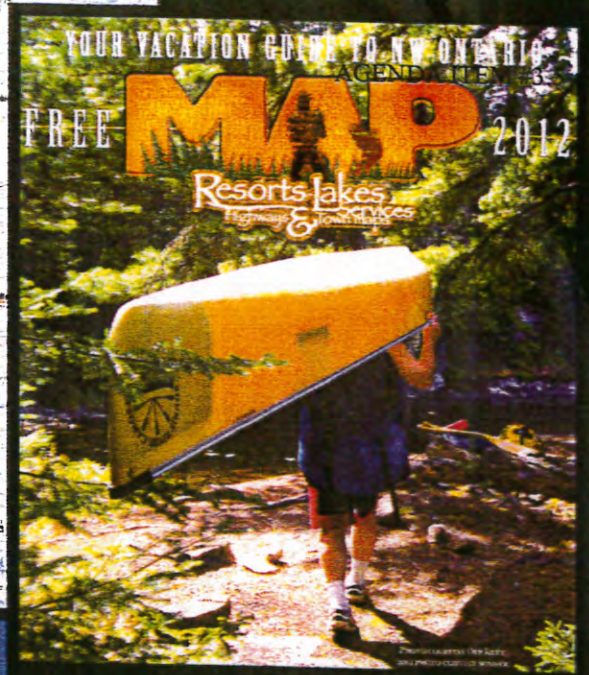
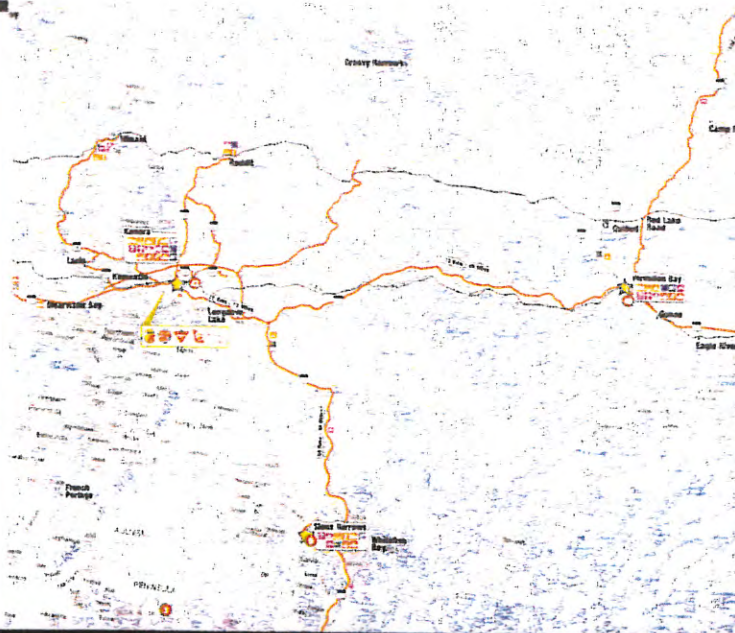
To your
right...

...and a little...
of the best...
Northwestern Ontario.

Truth be told,
there is a good chance
these are the best maps
of the best fishing spots
in all of Ontario.

Compass rose
Scale 1:50,000
Legend

Ad Legend
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 100. 100th Class



**GET ON
THE MAP!**

The NW Ontario Vacation Guide Map is a **FREE** travel guide and highly detailed map of Northwestern Ontario. 40,000 maps are distributed each year through the All Canada Shows in the U.S., Ontario Travel Centres and other high traffic locations. Its accurate and easy-to-read town maps make our publication the map of choice for most tourism information centres.

Thank you once again for your continued support in helping promote Northwestern Ontario's tourism industry.

For continued advertising results, be sure the NW Ontario Vacation Guide Map is part of your marketing plans!

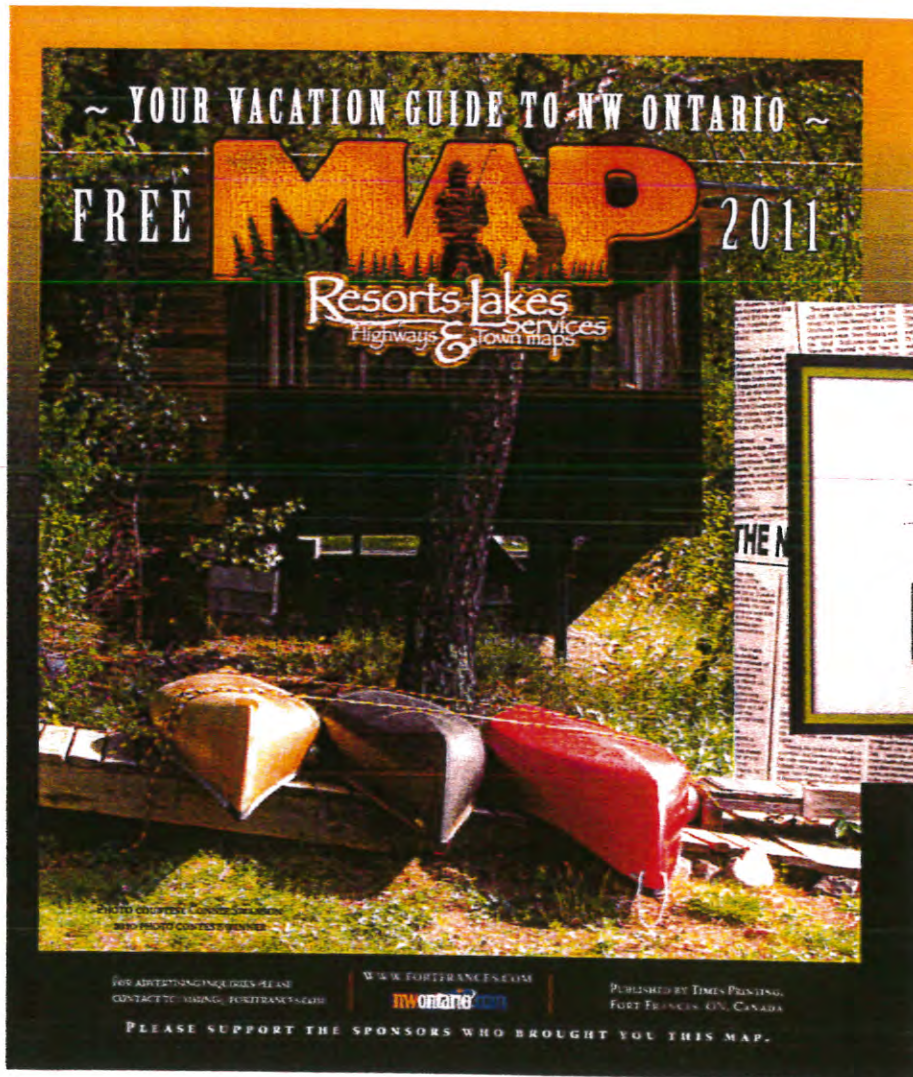


FIRST PLACE

AGENDA ITEM

BEST MAGAZINE 2012

The Canadian Community Newspapers Association (CCNA) held its annual "Great Idea Awards" and the "Vacation Guide Map to Northwestern Ontario" was given FIRST PLACE HONOURS in the Magazine Category across all of Canada. This award was sponsored by Canada Post and judged by Dee Dhaliwal.



JUDGE'S COMMENTS:

The Fort Frances – Vacation Guide Map is a great piece that works for tourists and is a great showcase for local businesses. The creative design gives visitors a large map and close ups of areas of interest and the advertising is well placed to guide the traveler there. It is a busy piece that works very hard but it is easy to see why this map is in such high demand. It is also available online. Congratulations on a well-designed piece that does the job!

2015 Advertising Form

Reserve now! Complete this form or go to www.nwontario.com and click on the map. All ads are printed in full colour on a high quality coated stock! Ads include location marker on map. Panel ads also include identification bar and location marker in map listing. Distribution of the map is 40,000 copies. Your **FREE** nwontario.com listing also provides another 20,000 potential visitors to your website.



RESERVE YOUR AD SIZE

☐ Repeat last year's ad

MAP ADS

☐ Single:\$290

☒ Double:\$540

☐ Triple:\$750

PANEL ADS

☐ 1/4 panel:\$1175

☐ 1/2 panel:\$1975

☐ Full panel\$2600

☐ Outside
back panel:.....\$2975

13% H.S.T. not included

AD SIZES

Single: 2 1/4" W x 1" H

Double: 2 1/4" W x 2" H

Triple: 2 1/4" W x 3" H

1/4 panel: 3 3/8" W x 4" H

1/2 panel: 7 1/4" W x 4" H

1/2 panel: 3 3/8" W x 8" H

Full panel: 7 1/8" W x 8" H

Yes, Town of Fort Frances
(business name) will advertise in the 2015 edition of the Map.

Please indicate your preference on the list to the left, along with any special instructions and return via regular mail, fax or email.

Invoice in: ☐ December 2014 or ☒ January 2015

Payment method: ☐ Visa ☐ MasterCard ☒ Invoice my account ☐ Cheque

Comments/Changes: Logo Change

Authorized by: _____
(please print and sign above)

Date: _____

PARTIAL MAP DISTRIBUTION LIST

All CANADA AND CHICAGO OUTDOOR SPORTSHOWS
Chicago, IL: Franklin Park, IL: Green Bay, WI

Thunder Bay Letter Shop Distribution
Thunder Bay, ON to Grand Marais, MN to Duluth, MN

Canada Distribution-Ontario Travel Centres
Bainville, Barrie, Niagara Falls, St. Catharines, Sarnia, Sault Ste Marie, Tilbury, Toronto Atrium on Bay, Windsor Park, Hawkesbury, Pigeon River

Atikokan, ON: White Otter Inn, Chamber of Commerce, Atikokan Economic Development Corporation, Marr's Perch Lake Lodge, Atikokan Hotel, Township of Atikokan

Balmertown, ON: Balmer Motor Hotel

Barwick, ON: Township of Cnapple, Barwick Restaurant

Devlin, ON: Dev-Lynne's, Main Street Market

Dryden, ON: Chamber of Commerce, Dryden Development Corporation

Ear Falls, ON: Four Seasons Sport Shop, Wilson's Fine Foods

Emo, ON: Village Variety, Tompkins Home Hardware, J.D. Junction, Borderland Esso, Cloverleaf, Norlund Oil, DeGagne Equipment, Emo Inn

Fort Frances, ON: Heron Landing, The Harbourage, Sorting Gap Marina, The Great Bear C.C. Complex, Rusty Myers Flying Service, La Place Rendez-Vous, Bayview Motel, Rainy Lake Sports & Tackle, MNR, Service Ontario, Sportsplex, Makabi Inn, Chamber of Commerce, Fort Duty Free, BIA, La Verendrye Hospital Truck Shop, Fort Frances Museum, Resolute Forest Products Human Resources, Rainy River Future Development, Northwoods Gallery & Gifts, The Beer Store, LCBO Fort Frances, Badiuk Equipment, Webb's, Rainbow Motel, Super 8 Motel, Copper River Inn, Fort Frances Airport, Canadian Tire, Fort Frances Husky, Boston Pizza, Travel Information Centre

Hearst, ON: Chamber of Commerce

International Falls, MN: Amencinn, Margaritas, Chamber of

Commerce, Thunderbird, Days Inn, Chocolate Moose, Sportsman's Service, Ronning's, Holiday, America's Best Value Inn

Kenora, ON: Tourism Kenora, Ontario Sunset Travel Association

Nestor Falls, ON: Nestor Falls Hotel, Northwest Flying, Nestor Falls Fly-In Outposts, Dalseg's IGA, Nestor Falls Bait & Tackle, Angler's Pro Shop, Heliar's, Nestor Falls Marine, Arrowhead Resort & Motel, Lawg Cabin, Larsson's Camp, Little Pine Lake Park, Parkview RV Park, Big Pine Lake Camp, Al Maline, C&C Motel, Green's BBQ, Canadian Haven, Sunset Cove Resort, Gates Bait & Convenience, Coult's Camp, Red Deer, Onegaming Gas & Convenience Store, Hanson's Hideaway Lodge, Lakeview Lodge, Black Bear Camp, Boreal Bay Lodge, Halvarson's Camp, Allen's Crow Lake Lodge, Muskies Bay Resort, Vic & Dot's Camp, Lacuyer's Tru-Tail Lodge, White Pine Lodge

Perrault Falls, ON: Dutchie's

Rainy River, ON: Beaver Mills Market, Marmus Shell, Rainy River Record
Red Lake, ON: Howay Bay Motel, Lakeview Restaurant, Norsaman Inn, Red Lake Inn, Red Lake Tourism Bureau, Bayview Esso, Howay Bay Service, Red Lake Regional Heritage Centre

Sioux Lookout, ON: Sioux Lookout Travel Centre, Chamber of Commerce, Forest Inn & Conference Centre, Morgan Esso, Fred & Dee's Corner, Lampighter Motel, Sunset Inn, Sioux Lookout MNR

Sioux Narrows, ON: Gill's Trading Post, Crystal Harbour, Can-Op Sioux Narrows Gift Shop, White Pine Lodge, Indianhead Lodge, Shingwak Resort, Regina Bay Lodge, Tomahawk Resort, White Birch Lodge, Totem Lodge, Crawford's Camp, Rod & Reel, Red Indian Lodge, The Narrows

Stratton, ON: Kay-Nah-Chi-Wah-Nung Historical Centre, Stratton Cafe, Stratton Service, Stratton Equipment

Terrace Bay, ON: Township of Terrace Bay

Thunder Bay, ON: Chaitrek, Old Fort William Historical Park

Winnipeg, MB: Viscount Gort Hotel

The Vacation Guide is a highly detailed map of Northwestern Ontario.

It covers *Lake of the Woods* from the west, *Red Lake* to the North, *Quetico Provincial Park* in the East, and the *Canadian/American Border* on the south. Services of each town are listed in iconographic form by town names. Resorts, Provincial Parks, and First Nation Reserves are marked on the map along with paved, gravel and logging roads.

Need More Info?



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