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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...

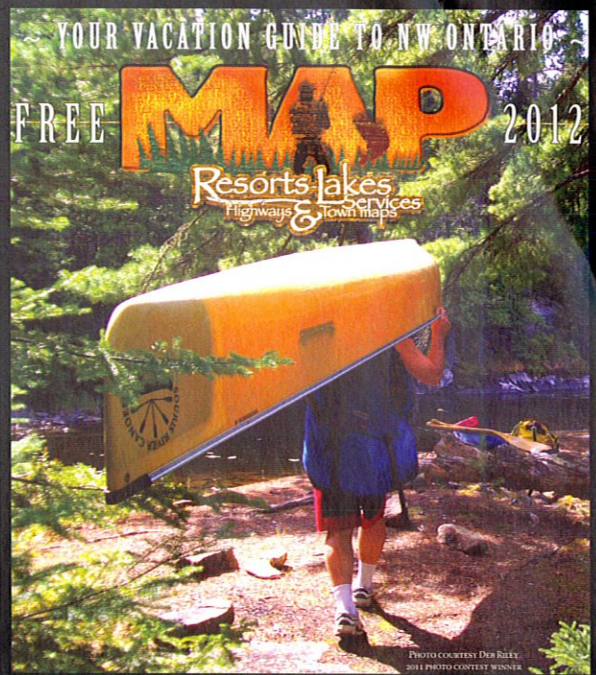
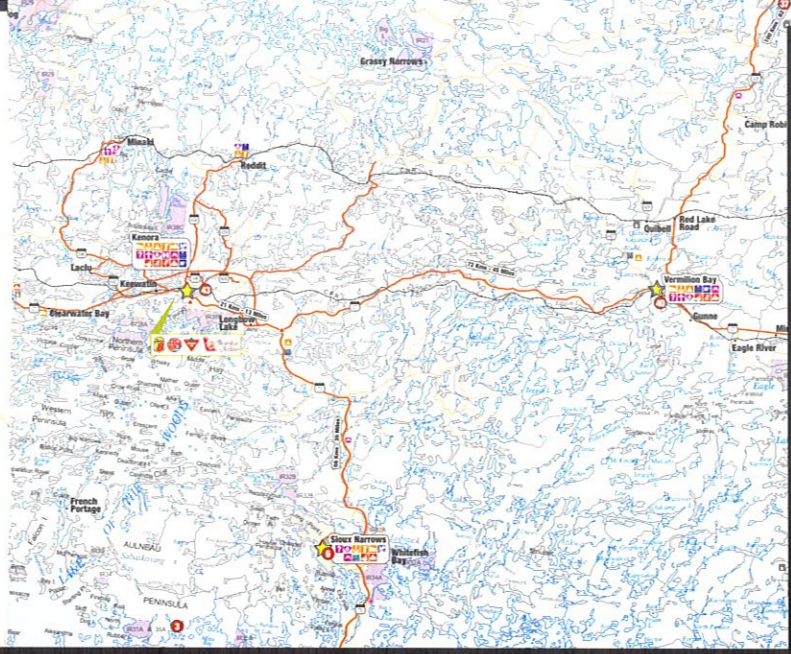
you will find the locations of the best fishing in Northwestern Ontario.

Truth be told, there is a good chance those red dots mark some of the best fishing spots in all of Canada!

On behalf of all who support this map, have a great time in Canada!

Ad Legend

- AS... Aircraft Service
- AP... Amenity Plans
- R&B... Bed & Breakfast
- CC... Convention Centre
- HK... Housekeeping
- M... Motel
- MI... Motor Inn
- DR... Dining Room
- TP... Trailer & Camping
- CO... Canoe Outfitting
- FP... Package Plan
- BIO... Boat In Outpost
- FO... Fly In Outpost
- BIL... Boat In Lodge
- HB... Houseboats
- WA... Winter Accommodation



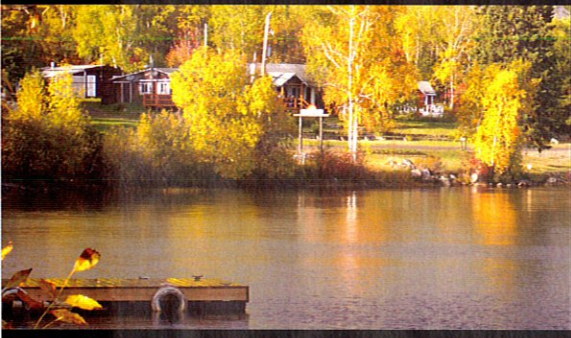
FOR ADVERTISING INQUIRIES PLEASE CONTACT TCUMMING@FORTFRANCES.COM  
 WWW.FORTFRANCES.COM  
 PUBLISHED BY TIMES PRINTING, FORT FRANCES, ON, CANADA  
 PLEASE SUPPORT THE SPONSORS WHO BROUGHT YOU THIS MAP.

# 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.

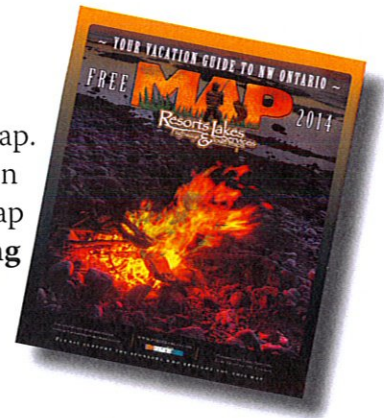
For continued advertising results, be sure the NW Ontario Vacation Guide Map is part of your marketing plans!





# 2015 Advertising Form

Reserve now! Complete this form or go to [www.nwontario.com](http://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](http://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,

(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:

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 Motel

**Barwick, ON:** Township of Chapple, 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 Tuck 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:** AmericInn, Margaritas, Chamber of

Commerce, Thunderbird, Days Inn, Chocolate Moose, Sportsmen'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 Meline, C&C Motel, Green's BBQ, Canadian Haven, Sunset Cove Resort, Gates Bait & Convenience, Coutts Camp, Red Deer, Onegaming Gas & Convenience Store, Hanson's Hideaway Lodge, Lakeview Lodge, Black Bear Camp, Boreal Bay Lodge, Halverson's Camp, Allen's Crow Lake Lodge, Muskies Bay Resort, Vic & Dot's Camp, Lecuyer'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:** Howey Bay Motel, Lakeview Restaurant, Norseman Inn, Red Lake Inn, Red Lake Tourism Bureau, Bayview Esso, Howey 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, Lamplighter 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:** Chaltrek, 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?



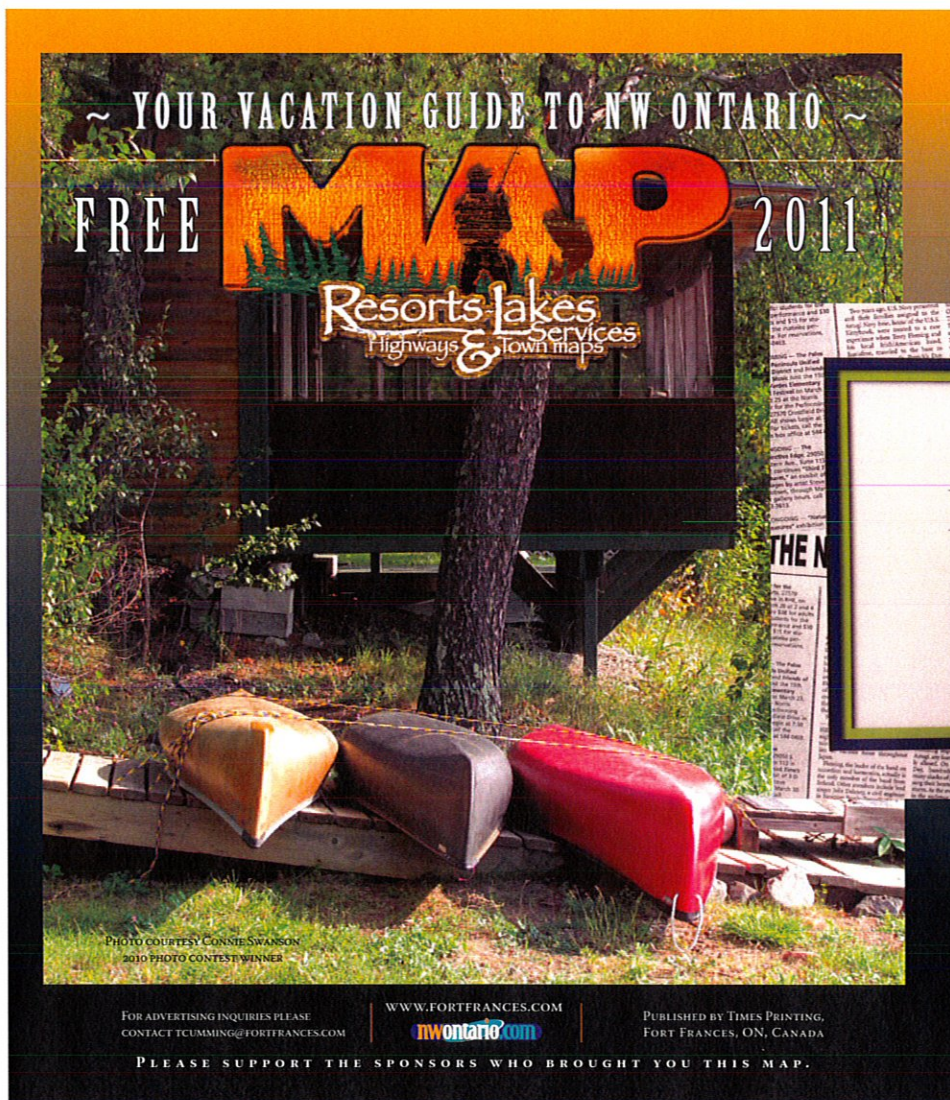
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# FIRST PLACE

# 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!