

November 4, 2016

Report To: Mayor and Council

From: Travis Rob, Manager of Operations and Facilities

RE: Advertisement Request from Bearskin Airlines 3 months in Bear Country Magazine

Bearskin Airlines has requested the Town of Fort Frances be featured in the upcoming edition of Bear Country Magazine, a quarterly inflight magazine specific to Bearskin Airlines. The Town would be featured in a one page article in the January – April publication. The cost for this advertisement would be \$2650.00 plus applicable taxes. The Airport operating budget does not carry funds for advertising and therefore this would be an out of budget expense.

As outlined in the attached report from Tom Batiuk, Airport Supervisor, the deadline to book the space in the upcoming issue would be November 21, 2016. It is the advertiser's (the Town) responsibility to provide the logo and picture to be featured in the article and also to draft the article. This would mean additional resource time to draft, review and finalize this article.

Given the high cost of the advertisement and the resources required to develop the article, it is the recommendation of the Operations and Facilities Executive Committee to not place the ad in the Bear Country Magazine at an unbudgeted cost of \$2650.00 plus applicable taxes.

Respectfully Submitted



Travis Rob, EIT

Manager of Operations & Facilities

<p>Council Approval of this report will agree with the recommendation of the Operations and Facilities Executive Committee to not place an ad in the Bear Country Magazine at an unbudgeted cost of \$2650.00 plus applicable taxes.</p>

2016NovemberAirportAdvertisingRequest



2016-11-02

To: Travis Rob O&F Division Manager

RE: Report to O&F Committee Regarding advertising in Bear Country Magazine

Bearskin Airlines has once again approached us to place an advertisement in their upcoming publication of Bear Country Magazine. The deadline is listed as November 21st, 2016.

The Fort Frances community will be featured in this upcoming publication. Given that, I think it's important to support and advertisement of some sort in the magazine. The airport itself has no budget money in the 2016 listing to place this ad. I would like to recommend placing an ad given all of the economic growth that we are currently experiencing with the mine and travellers to and from Fort Frances. Please take a look at the attached information from Bearskin Airlines.

Kind Regards,

A handwritten signature in black ink, appearing to read "Tom Batiuk", with a large, stylized flourish extending from the end.

Tom Batiuk,
Airport Supervisor

Profiles

Promote your company's message exclusively targeting a captive audience of business travellers!

"On board" almost 100 flights daily to 12 destinations in Ontario and Manitoba, your message will receive three months of unparalleled visibility to people on the move.

Municipal, provincial and federal government officials, business owners and managers from the mining and resources sectors, communication and technology, forestry and construction industries, Aboriginal groups and associations... All read **Bear Country**!

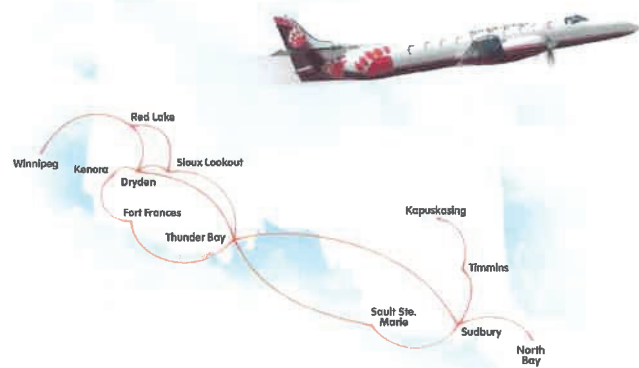
CORPORATE PROFILE designed for you...

- Up to 500 words of editorial
- Full colour photo(s)
- Company logo

\$2,650*

Includes right hand placement, special recognition on our contents page, supplementary circulation via Canada Post, and available for viewing online at www.bearskinairlines.com.

*Text, photo(s) and logo will be supplied by advertiser. Layout will be provided by Bear Country Magazine.





NWO MINING COMPANY LTD.

Descriptive Subhead

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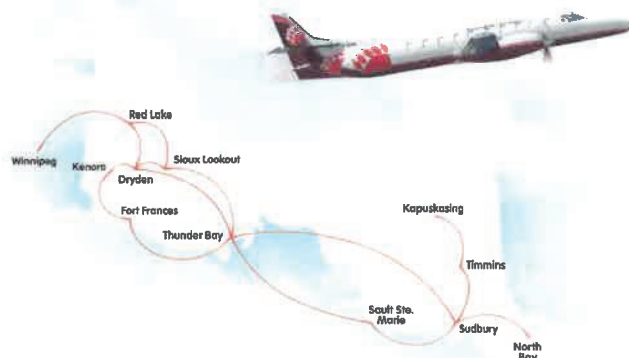
Contact **Helen Trochimchuk**

Tel (807) 474-2652

Fax (807) 474-2658

Email htrochimchuk@bearskinairlines.com

1475 West Walsh Street, Thunder Bay, Ontario P7E 4X6

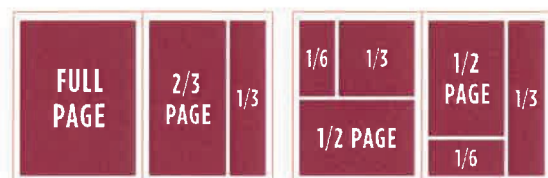


2016 ADVERTISEMENT RATES & SIZES

Bear Country, the in-flight magazine of Bearskin Airlines, is on board almost 100 flights daily to 12 destinations!

It is published quarterly, in full colour, glossy format for maximum impact. Reach over **150,000** business professionals annually with your advertisement!

	FULL COLOUR	1X	2X*	3X*	4X*
8 1/8" by 10 7/8" (trim size)	Outside Cover	\$ 2,925	\$ 2,775*	\$ 2,705*	\$ 2,635*
8 1/8" by 10 7/8" (trim size)	Inside Cover	\$ 2,700	\$ 2,565*	\$ 2,495*	\$ 2,400*
7 1/4" by 9 3/4" (without bleed) or trim size	Page 3	\$ 2,805	\$ 2,665*	\$ 2,595*	\$ 2,525*
7 1/4" by 9 3/4" (without bleed) or trim size	Full Page	\$ 2,575	\$ 2,445	\$ 2,385	\$ 2,315
4 3/4" by 9 3/4" vertical	2/3 Page	\$ 2,115	\$ 2,010	\$ 1,955	\$ 1,905
7 1/4" by 4 3/4" horizontal or vertical	1/2 Page	\$ 1,880	\$ 1,785	\$ 1,735	\$ 1,695
2 1/4" by 9 3/4" vertical or 4 3/4" by 4 3/4" square	1/3 Page	\$ 1,310	\$ 1,245	\$ 1,210	\$ 1,175
4 3/4" by 2 1/4" horizontal or vertical	1/6 Page	\$ 665	\$ 635	\$ 615	\$ 600



BLACK & WHITE

Full Page	\$ 2,065	\$ 1,965	\$ 1,910	\$ 1,855
2/3 Page	\$ 1,645	\$ 1,565	\$ 1,525	\$ 1,480
1/2 Page	\$ 1,495	\$ 1,420	\$ 1,385	\$ 1,345
1/3 Page	\$ 1,015	\$ 965	\$ 935	\$ 915
1/6 Page	\$ 595	\$ 565	\$ 550	\$ 535

* Cannot be combined with any other offer.
Must be consecutive. Does not apply to ad agencies.

Special Position: Add 15% on gross rate.

Extra Colour: Add 15-25% on gross rate.

Cancellations: Advertising is non-cancellable 10 days prior to the Ad Deadline.

Covers are non-cancellable. Invoices will be pro-rated if contracts are not fulfilled.

Editorial Policy: Editorial is completely independent from advertising. No special consideration or commitment can form any part of the sales agreement.

CORPORATE PROFILES now available! **\$2,650**

	SPACE DEADLINE	AD DEADLINE	ON BOARD
SPRING	February 22	February 25	March
SUMMER	May 20	May 25	June
FALL	August 22	August 25	September
WINTER	November 21	November 25	December



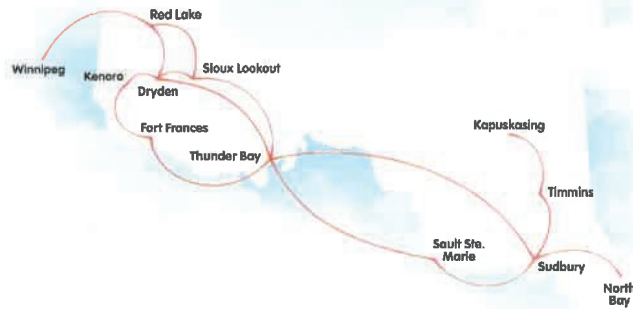
Contact **Helen Trochimchuk**

Tel (807) 474-2652



Fax (807) 474-2658

Email htrochimchuk@bearskinairlines.com

1475 West Walsh Street, Thunder Bay, Ontario P7E 4X6



BEAR FACTS

-  *Bear Country*, in its 20th year of publication, contains editorial features about the people, places and events in the markets served by Bearskin Airlines.
-  “On board” almost 100 flights daily to 12 destinations in Ontario and Manitoba, *Bear Country* targets a captive audience with its seatback presentation delivering a regional message of unparalleled visibility to people on the move.
-  Reaching over 100,000 passengers annually, *Bear Country* is an ideal advertising medium to reach your customers. Municipal, provincial and federal officials, business owners and managers from the mining/resource sectors, communication and technology, forestry and construction industries, Aboriginal groups and associations and tourists ... ALL read *Bear Country* magazine.
-  Published **FOUR TIMES** each year, *Bear Country* is also available at airline ticket counters, travel agencies, hotels and trade shows. Supplementary circulation is provided by Canada Post.
-  For added value, *Bear Country* can be read **ONLINE** at www.bearskinairlines.com.



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2016 EDITORIAL SCHEDULE

SPRING ISSUE

On Board: **March – June**
Closing: **February 22, 2016**

DESTINATION FEATURES

Sudbury, Dryden, Kapuskasing

SPECIALS

Business Profiles, Aboriginal Education,
Mining in Northwestern Ontario

SUMMER ISSUE

On Board: **June – September**
Closing: **May 20, 2016**

DESTINATION FEATURES

Kenora, Red Lake,
Sault Ste. Marie, Thunder Bay

SPECIALS

Economic Horizons (EDO's Report),
Aboriginal Health, Mining, Summer Fun 2016

FALL ISSUE

On Board: **September – December**
Closing: **August 22, 2016**

DESTINATION FEATURES

North Bay, Sioux Lookout, Winnipeg

SPECIALS

Business Profiles, Aboriginal Business,
Energy, Mining

WINTER ISSUE

On Board: **December – March**
Closing: **November 21, 2016**

DESTINATION FEATURES

Fort Frances, Thunder Bay, Timmins

SPECIALS

Mayors Outlook 2017,
Mining, Education, Training & Trades

Contact **Patti Gresham**

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Email pgresham@bearskinairlines.com

1475 West Walsh Street, Thunder Bay, Ontario P7E 4X6

