



TOWN OF FORT FRANCES
ADMINISTRATION & FINANCE DIVISION
TREASURY REPORT 2013/111

To: Mayor Avis & Members of Council
FROM: Laurie Witherspoon, Treasurer
DATE: November 20, 2013
SUBJECT: 2014 Vacation Guide Map

BACKGROUND

The NW 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 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 2013. The costs for a double advertisement of \$520.00 plus applicable taxes remain the same as last year.

RECOMMENDATION

The Administration & Finance recommend approval of advertisement in the 2014 Northwestern Ontario Vacation Guide Map at a cost of \$520.00 plus applicable taxes.

Council Approval of this Report Will Agree to the recommendation of the Administration & Finance Executive Committee to approve advertisement in the 2014 Northwestern Ontario Vacation Guide Map at a cost of \$520.00 plus applicable taxes.



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

October 28, 2013

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 2014 Vacation Guide Map to Northwestern Ontario. Now in our 20th year, the map continues to be a valuable guide for visitors to our area.

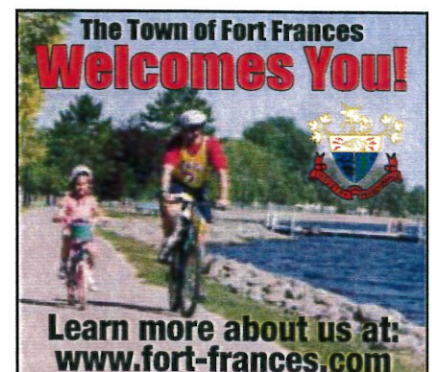
Voted Best Magazine for all of Canada in 2012 by the Canadian Community Newspapers Association, this highly detailed map is a must for your 2014 marketing plans!

Attached is some additional information regarding our map. We are continuing to hold our prices, which makes our map extremely affordable for your 2014 advertising budget. The cost of the ad that ran with us previously would be \$520.00 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



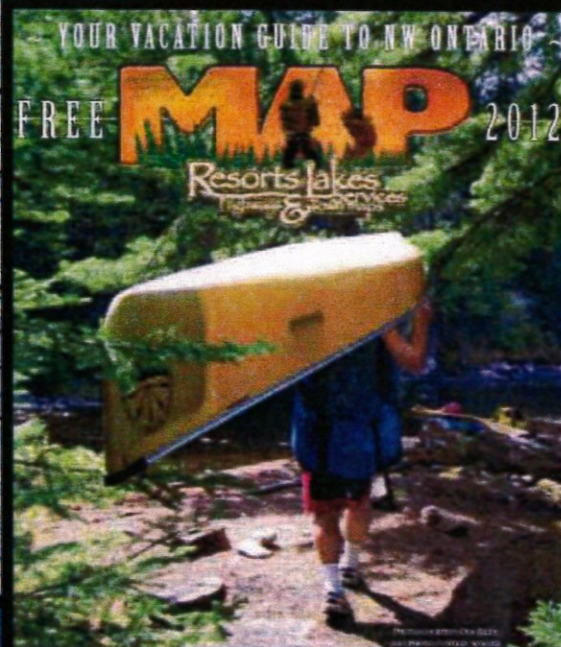
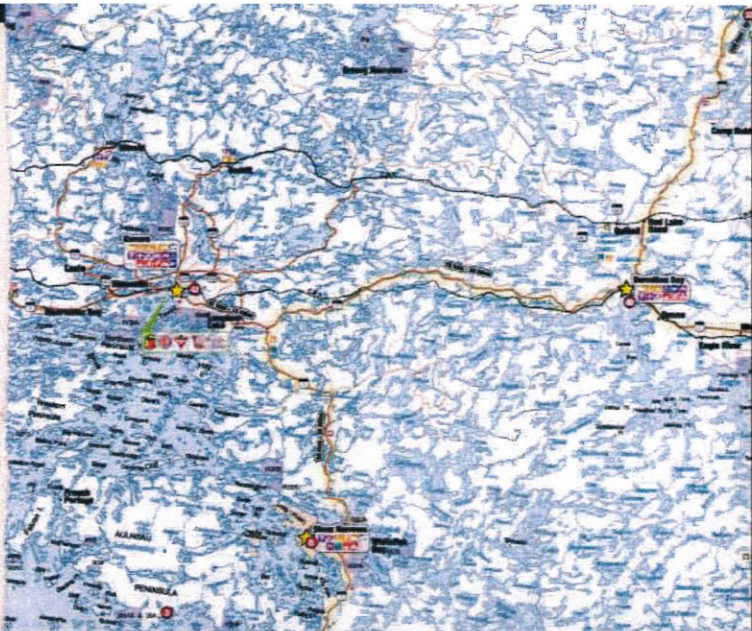
you will find the locations
of the best fishing in
Northwestern Ontario.

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

Can I afford it all? - we suggest you stop here at great times in Canada!

Practical

- AL Aircraft Section
- AP Apartment Plan
- AR Arch & Woodwork
- CC Construction Group
- DM Housekeeping
- ME Maint
- ML Maint Men
- DR Dining Room
- TR Travel & Company
- CC Campus Clothing
- PK Parking Plan
- RE Room In The Street
- EC Events Organizer
- RI Rental Income
- ED Housework



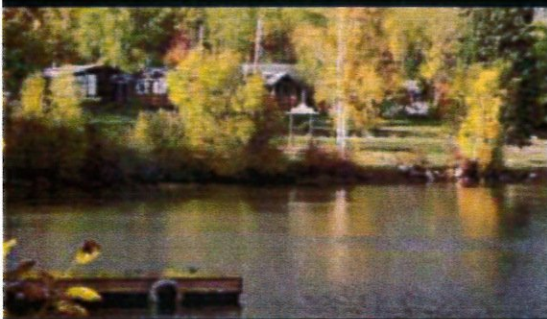
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OF UNIVERSITY AND COLLEGE LIBRARIANS

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PLEASE SUPPORT THE SPONSORS WHO BROUGHT YOU THIS MAG

A scenic view of a lake at sunset or sunrise. The sky is a mix of orange, yellow, and purple. The water reflects the colors of the sky. A large, dark tree is in the foreground on the left. A small boat is visible on the water in the distance.



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

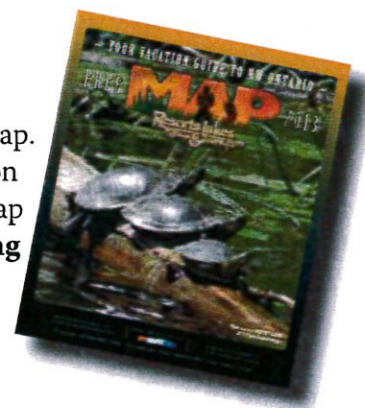
For continued advertising results, be sure the NW Ontario Vacation Guide Map is part of your marketing plans!



**TIMES
PRINTING**

2014 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:\$278

☐ Double:\$520

☐ Triple:\$720

PANEL ADS

☐ 1/4 panel:\$1125

☐ 1/2 panel:\$1880

☐ Full panel\$2525

☐ 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 2014 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 2013 or ☐ January 2014

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

Comments/Changes:

Authorized by:

(please print and sign above)

Date:

PARTIAL MAP DISTRIBUTION LIST

All CANADA SHOWS

St. Louis, MO; Indianapolis, IN; Chicago, IL; Madison, WI; Milwaukee, WI; Green Bay, WI; Minneapolis, MN

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

Dryden, ON: Chamber of Commerce, Dryden Development Corporation

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, Voyageur Motel/Kettles, 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, Adventure Inn, Fort Frances Airport, Canadian Tire, Fort Frances Husky, Boston Pizza

Hearst, ON: Chamber of Commerce

International Falls, MN: AmericInn, Margaritas, Chamber of Commerce,

Thunderbird, Days Inn, Chocolate Moose, Sportsmen's Service, Ronning's, Holiday

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, Helliar'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

Rainy River, ON: Beaver Mills Market, Marmus Shell

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?

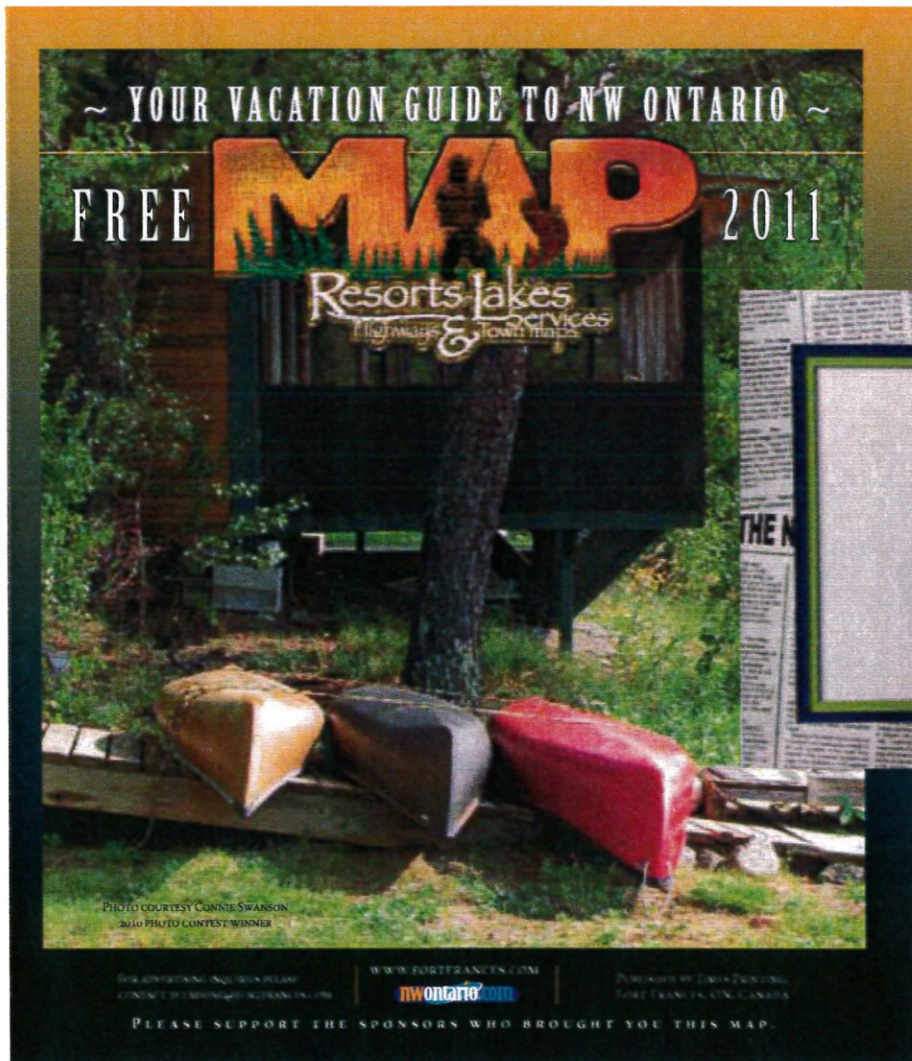


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FIRST PLACE

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!