



## LAKE OF BAYS ASSOCIATION 2019 YEARBOOK

A FAVOURITE READ, A TRUSTED SOURCE

The Lake of Bays Association, founded in 1926, is an organization for cottagers and year-round residents, dedicated to keeping our beautiful corner of Muskoka flourishing. Paid membership is open to landowners, residents, business owners and service providers and most renew their membership at the first notice.

The Lake of Bays Association Yearbook is our best-known and most popular communication vehicle, delivered in June to the homes of 1,200 families. With its comprehensive membership list and contact information for a range of local services, the yearbook is an indispensable guide to life at Lake of Bays and surrounding areas. All ads are cross-referenced in a special advertiser's index.

The yearbook is a high-quality, digest-sized glossy publication of 150+ pages, brimming with gorgeous, full-colour pictures; the best of the best from our popular annual photo contest. The yearbook offers fun feature articles, reports on life around the lake and details on all the association's achievements and activities. Designed to be a standout on the coffee table, the yearbook will keep your advertising message visible through the summer and all year long.

**Website Link Provides Added Value.** Traffic on our website is well established and our tracking shows that people visit our site year around. A link to your website on [loba.ca](http://loba.ca) is included with the purchase of all advertisements! The LINKS button on our home page ensures easy access to our advertiser listings, delivering a broader on-line customer base 12 months a year. This website presence is only available to our Yearbook advertisers, and is a great way to increase your business.

**Advertise Where It Counts.** We promote our advertisers to our members in our newsletters and e-bulletins year-round, as well as at our annual general meeting. Our members understand the importance of supporting the businesses that support their association, and they make a point of shopping locally.

Advertising in the Lake of Bays Association Yearbook puts you and your products and services front and centre with people committed to the association's goals of promoting and enhancing a clean, healthy and natural environment and a well-served community.



TO BOOK YOUR AD SPACE CONTACT  
 Bryan Dearsley at 705-706-3082 or [bdearsley@live.ca](mailto:bdearsley@live.ca) | [www.loba.ca](http://www.loba.ca)

2019 RATE CARD ON THE REVERSE SIDE

# LAKE OF BAYS ASSOCIATION 2019 RATE CARD

**DISPLAY SECTION - Prepay by Dec. 31st for a 10% early bird discount! Contact us for details!**

SIZE		(WIDTH X HEIGHT)
Full page	\$ 1,150.00	5.5" x 8.5" + .125" bleed
1/2 page horizontal	\$ 750.00	4.5" x 3.625"
1/2 page vertical	\$ 750.00	2.125" x 7.5"
1/4 page vertical	\$ 650.00	2.125" x 3.625"

Premium placement – Full page, in the first 20 pages of the book (5 spots available) +\$175  
 – 1/2 page vertical, in the first 20 pages of the book (4 spots available) +\$110

## COVERS

Inside Front	\$ 1,800.00	5.5" x 8.5" + .125" bleed
Inside Back	\$ 1,800.00	5.5" x 8.5" + .125" bleed
Outside Back	\$ 2,200.00	5.5" x 8.5" + .125" bleed

Display 1/2 (vertical or horizontal) or 1/4 formats are surrounded by editorial on ad page.

## SHOPPING GALLERY

A black and white or colour environment at the back of the Yearbook providing an opportunity to showcase your company's products and services at a low cost. You can opt for a single square ad or maximize your impact by choosing a double square ad in the Shopping Gallery section. A double ad can be horizontal or vertical at no extra cost.

SIZE	BLACK/WHITE	COLOUR
1 square ad	\$ 300.00	\$ 350.00
2 x square ad	\$ 450.00	\$ 500.00

- See ad material requirements on the Insertion Order Form.

**Added Value Program:** Rates include listing in Advertisers' Index, display of your supplied brochures at the Annual General Meeting in July, plus your logo and web link in the LINKS section on the Lake of Bays Association website: [loba.ca](http://loba.ca)

**ALL RATES ARE IN NET DOLLARS. HST extra**

**AD MATERIAL REQUIREMENTS FOR THE YEARBOOK ARE LISTED ON THE INSERTION ORDER FORM.**

**Place your advertising order online at [www.loba.ca](http://www.loba.ca). Click on the "ADVERTISE" button to complete and submit your ADVERTISING ORDER FORM online. We will follow-up to confirm your ad, including billing details.**

Contact: Bryan Dearsley, Advertising Manager Phone: 705-706-3082 Email: [bdearsley@live.ca](mailto:bdearsley@live.ca)

