



A favourite read **and a** trusted resource

Lake of Bays Association's Annual Yearbook

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

The Lake of Bays Association Yearbook is our best-known and most popular communication vehicle, mailed to more than 1200 members in June.

The Yearbook is an indispensable guide to life at Lake of Bays and surrounding areas with its full membership list and contact information for a range of local services.

The Yearbook is a high-quality, digest-sized glossy publication with more than 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 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.



Check out our many advertising options ...

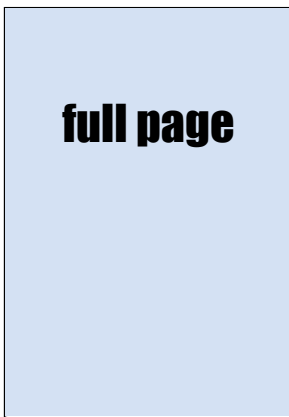


Advertising rates and sizes

Advertising in the Lake of Bays Association Yearbook puts your products and services front and centre with more than 1200 seasonal and permanent resident families on and around Lake of Bays.

Advertise where it counts: We promote your business to our members in newsletters and e-bulletins year round, as well as at our Annual General Meeting. Our members understand the importance of patronizing the businesses that support their Association.

Traffic on our website is well established and tracking shows people visit year round. A link to your website on loba.ca is included with the purchase of your ad and is only available to Yearbook advertisers.



5.5" w x 8.5" H + .125" bleed
\$ 1,150.



4.5" w x 3.625" H
\$ 750.



2.125" w x 7.5" H
\$ 750.



2.125" w x 3.625" H
\$ 650.

Covers:

- Inside Front \$1,800.
- Inside Back \$1,800.
- Outside Back \$ 2,200.

Premium placement:

- Full page, 5 spaces available in the first 20 pages of the book—an additional \$175
- 1/2 page vertical, 4 spaces available in the first 20 pages—an additional \$110

Added value:

Rates include an Advertisers' Index listing, display of your supplied brochures at our Annual General Meeting, plus your logo link on loba.ca

Place your order today:

Complete and submit the attached **insertion order** or visit loba.ca to place your order online.

**** Pay by December 31st and receive a 10% discount! Contact us for details!**

Your contact:

Bryan Dearsley-Advertising Manager
 705-706-3082 bdearsley@live.ca

and NEW this year ...

NEW for the 2020 yearbook

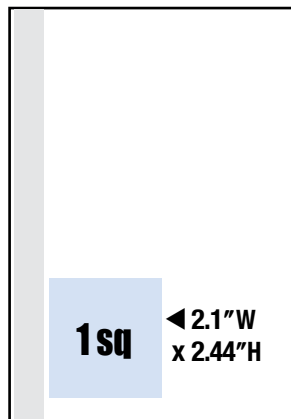
Introducing Marketplace—affordable, effective and targeted advertising

Your message: Marketplace—your source for local services, is dedicated to retail and service advertisers and provides a low-cost opportunity to showcase your company's products and services. You can opt for a single square ad or maximize your impact by choosing a double square, horizontal or vertical.

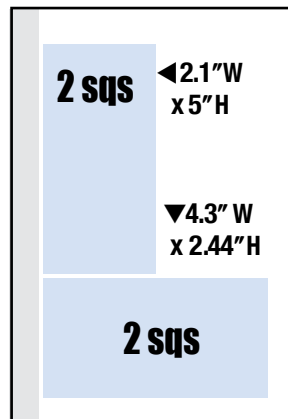
A website link: A link to your website on loba.ca is included, delivering a broader on-line customer base 12 months a year.

A dedicated index: Marketplace advertising includes a separate ad index listing each advertiser in a chosen category.

rates and sizes



\$ 225.



\$ 400.

Marketplace
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