



BUILD YOUR BUSINESS WITH THE
LAKE OF BAYS ASSOCIATION 2012 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 1,600 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.

The yearbook is a high-quality, digest-sized glossy publication of 140+ 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.

Editorial sections are marked by tabs – prime spots for advertising, they always sell out fast – but there are plenty of other places your message can run, including the Shopping Gallery, which is popular with retail, trades and services. All ads are cross-referenced in a special advertiser's index.

Website Link Provides Added Value. Traffic on our website is increasing and our tracking shows that people visit our site all year around. A great way to increase your business! **New for 2012** - A link to your website on www.loba.ca is included with the purchase of all display and shopping gallery advertisements! The new Products and Services button on our home page ensures easy access to our advertisers' listing, delivering a broader on-line customer base 12 months a year. This website presence is only available to our Yearbook advertisers.

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 clean, healthy and natural environment and a well-served community.



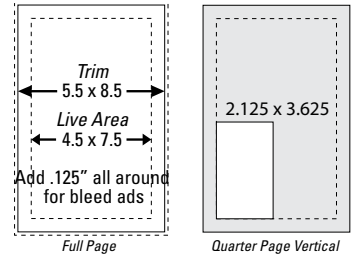
TO BOOK YOUR AD SPACE CONTACT
Bryan Dearsley at 705-687-3744 or bdearsley@live.ca | www.loba.ca

2012 RATE CARD ON THE REVERSE SIDE

LAKE OF BAYS ASSOCIATION 2012 RATE CARD

DISPLAY SECTION - No ad price increase for 2012!! Prepay your ad by Dec. 31st for a 10% early bird discount!!

SIZE	BLACK/WHITE	COLOUR	(WIDTH X HEIGHT)
Full page	\$ 800.00	\$ 1,100.00	5.5" x 8.5" + .125" bleed
1/2 page horizontal	\$ 500.00	\$ 750.00	4.5" x 3.625"
1/2 page vertical	\$ 500.00	\$ 750.00	2.125" x 7.5"
1/4 page horizontal	\$ 450.00	\$ 700.00	4.5" x 1.875"
1/4 page vertical	\$ 400.00	\$ 600.00	2.125" x 3.625"

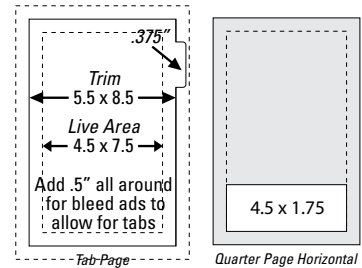


HARDCOVER TABS

Full page	n/a	\$ 1,350.00	5.5" x 8.5" + .5" bleed
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COVERS

Inside Front	n/a	\$ 1,700.00	5.5" x 8.5" + .125" bleed
Inside Back	n/a	\$ 1,700.00	5.5" x 8.5" + .125" bleed
Outside Back	n/a	\$ 2,100.00	5.5" x 8.5" + .125" bleed



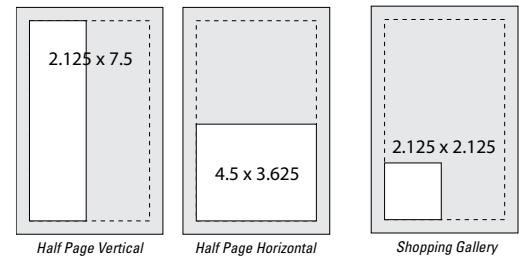
Display 1/2 (vertical or horizontal) and 1/4 horizontal formats are surrounded by editorial on ad page.

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 Products and Services section on the Lake of Bays Association website: www.loba.ca

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	\$ 200.00	\$ 250.00
2 x square ad	\$ 325.00	\$ 425.00



New for 2012! - FREE WEB LINK: All advertisers will receive a FREE web link and listing in the Products and Services section of www.loba.ca

- See ad material requirements on the Insertion Order Form.

ALL RATES ARE IN NET DOLLARS. HST extra

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

Contact: Bryan Dearsley, Advertising Manager Phone: 705-687-3744 Email: bdearsley@live.ca

