



2014/15 Website Advertising RATE SHEET

Why Advertise on LakeoftheWoods.com?

- **DIRECT TRAFFIC** – Potential clients or customers are just one click away from learning about your services or product
- **BRANDING** – Gain name recognition and increase mind share with banner ads by consistently being in front of your target market. Even people that don't click on your banner ads are exposed to your business or product name.
- **WE GET LOTS OF TRAFFIC!** Since January 1, 2014 to October 31, lakeofthewoods.com has received 65,224 VISITS, and over 366,990 PAGE VIEWS.
- **TARGETING** – Focus your marketing investment with the ability to selectively choose the section of lakeofthewoods.com that is most suitable for your market
- **TRACKABLE** – Banner ads provide the ability to track the number of views, number of clicks, and which site or sites are bringing you the best results
- **INTERACTIVITY** – Rotate images or messages, use video, or interact with users with rollover effects; these are just a few of the many interactive ways that banner ads can engage the user and increase response rates

DISPLAY BANNER AD RATES

	Home Page	Category Page
MONTHLY RATE	\$65/mth	\$50/mth

COMBINED OFFER Display your ad on the home page as well as a category page FOR ONLY \$95/month

Rate is billed annually. HST is extra. Display Banner ads include a FREE listing under one category of your choice. (see categories on the right of this page)

DESIGN FEES ARE INCLUDED! Your basic (static image) banner ad design is also included!

REGULAR LISTING RATES

Regular listings include a short description of your property, amenities listing, website link, contact info and an image thumbnail. Listings appear under one category of your choice. (see categories on the right of this page)

MONTHLY RATE	\$35/mth
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Rate is billed annually. HST is extra.

To place an ad contact Dawn Whiting:

T: 807 468-6250 | TF: 1-866 468-6250 | Fax 807 468-7495
Email: dawnwhiting@lakeofthewoods.com

CATEGORY PAGES INCLUDE:

WHERE TO STAY (main page)

- Camping
- Hotels / Motels B&Bs
- Houseboats
- Resorts & Lodges

WHAT TO DO (main page)

- Attractions
- Camping
- Dining
- Eco-tours
- Events
- Fishing
- Golfing
- Hunting
- Services / Other
- Shopping
- Winter Vacations

COMMUNITIES (main page)

- Kenora
- Morson
- Nestor Falls
- Sioux Narrows
- Minaki
- Winnipeg & English River Systems

(Please note that your ad will automatically appear on the MAIN PAGE of the section you have chosen to advertise in as well as on the specific page you have chosen)

ADVERTISER INFORMATION

Business Name _____

Contact Name _____

Web Banner Location Desired: _____

Phone _____ Fax _____

Date _____ Email Address _____

Signature _____

Billing Address _____