



2012 LakeoftheWoods.com Website Banner 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.
- lakeofthewoods.com receives an average of 19,377 page views and 3,298 unique visitors per month (and growing!), and 9,051,680 hits since January 2009.
- 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

Part 1A. LOW Magazine Client Rates

(For current print advertisers in the 2011 edition of the Lake of the Woods Vacation Guide)

	Home Page	Category Page
1 Month	\$75/mth	\$50/mth
Quarterly	\$65/mth	\$40/mth
Annually	\$50/mth	\$25/mth

INTRODUCTORY OFFER! Get your first 3 months FREE when you sign on Annually! That's 15 months for the price of 12! Your basic banner ad design is also included!

Part 1B. LOW Magazine Non-Client Rates

(If you are NOT a current print advertiser in the 2011 edition of the Lake of the Woods Vacation Guide)

	Home Page	Category Page
1 Month	\$85/mth	\$60/mth
Quarterly	\$75/mth	\$50/mth
Annually	\$60/mth	\$35/mth

INTRODUCTORY OFFER! Get your first 3 months FREE when you sign on Annually! That's 15 months for the price of 12! Your basic banner ad design is also included!

Part 2. Choose from one of the pages below that you would like your ad to appear:

HOME PAGE

lakeofthewoods.com main landing page

INSIDE CATEGORY PAGES:

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)

Lakeofthewoods.com banner ads managed by:

Overdrive Design Labs
136 Matheson Street South, Kenora, Ontario P9N 1T8

To place an ad contact Carol Davis:

Ph: (807) 547.2485 | Fax: (807)468-6002

Email: cld1@shaw.ca