



omca.com

MEDIA GUIDE



**YOUR ROAD TO CANADA'S MOTOR
COACH INDUSTRY!**

The Road Explorer / OMCA Membership Directory / OMCA Website

FOR MORE INFORMATION, PLEASE CONTACT:

Tracy Goltsman
Media Director
1-800-665-2456 ext. 4437
tgoltsman@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



WHY THE OMCA?

We are one of the **largest travel and tourism-related associations in Canada**. Partnered with MCC (Motor Coach Canada), we collectively represent **90% of the motor coach industry in Canada**.

The Ontario Motor Coach Association **is the recognized voice** of the private sector bus operators, inter-city bus lines and charter and coach tour companies in Ontario.

STAND OUT IN OUR INDUSTRY

- Canadian Tour Operators have an operating revenue of **\$8 billion** annually.
- Members spend **\$100 million annually** for the coach industry on a national level.
- The Scheduled and Charter Bus Services industry is expected to **grow over the next five years**.
- The OMCA and MCC collectively represent **90% of the motor coach industry** in Canada.



Average circulation of **2,000 copies**

The Road Explorer, Tri-Annual Magazine
(Print & Digital)



Over **2,700** visits per month!

www.omca.com



Member's purchasing tool year-round!

Annual *OMCA Membership Directory*
(Print & Digital)

READERS ARE INTERESTED IN:

- Accommodations
- Attractions
- Attractions/Family Amusement Centres
- Shopping Centres
- Boat Lines/Cruises/Tours
- Bus Financing
- Bus Maintenance and Service
- Bus Manufacturers
- Bus Washing Systems
- Casinos/Gaming
- Coach Repair and Conversion
- Destinations
- Destinations/Convention and Visitors Bureaus
- Dinner Theatres
- Duty-Free Shopping
- Engines and More!

*Source: IBISWorld Industry Report 48522





THE ROAD EXPLORER & OMCA MEMBERSHIP DIRECTORY

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine and directory.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$4,979.50	\$4,329.50	\$4,079.50
Outside Back Cover	\$4,029.50	\$3,599.50	\$3,439.50
Inside Front or Inside Back Cover	\$3,879.50	\$3,449.50	\$3,289.50
Full Page	\$3,269.50	\$2,839.50	\$2,679.50
1/2 Page	\$1,839.50	\$1,599.50	\$1,509.50
1/3 Page	\$1,449.50	\$1,259.50	\$1,189.50
1/4 Page	\$1,079.50	\$959.50	\$889.50
1/6 Page	\$939.50	\$819.50	\$769.50
1/8 Page	\$749.50	\$649.50	\$609.50

Black-and-White Rates	1x	2-3x	4x
Full Page	\$2,299.50	\$1,999.50	\$1,889.50
1/2 Page	\$1,449.50	\$1,259.50	\$1,189.50
1/3 Page	\$1,039.50	\$899.50	\$849.50
1/4 Page	\$839.50	\$729.50	\$689.50
1/6 Page	\$759.50	\$659.50	\$619.50
1/8 Page	\$589.50	\$509.50	\$479.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

- Sponsorship with Toolbar** | \$550.00
- Skyscraper** | \$600.00
- Belly Band** | \$800.00
- Leaderboard** | \$800.00

Member Listing Enhancement OMCA Resource Guide



Draw attention to your business by adding your full color or black-and-white logo to your listing in the *OMCA Membership Directory*. Your logo will increase awareness of your brand and make your listing stand out.

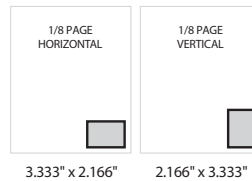
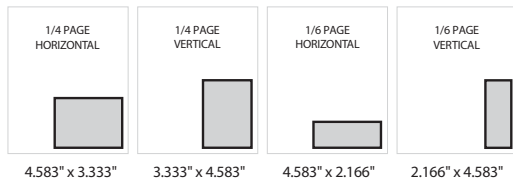
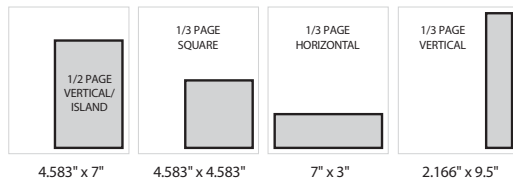
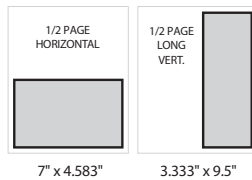
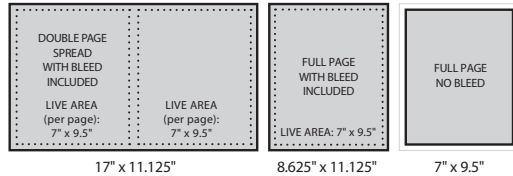


Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of July 2017

PRINT ADVERTISING SPECIFICATIONS

THE ROAD EXPLORER & OMCA MEMBERSHIP DIRECTORY

Magazine & Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

The Road Explorer/OMCA Membership Directory

1 Page / 2 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



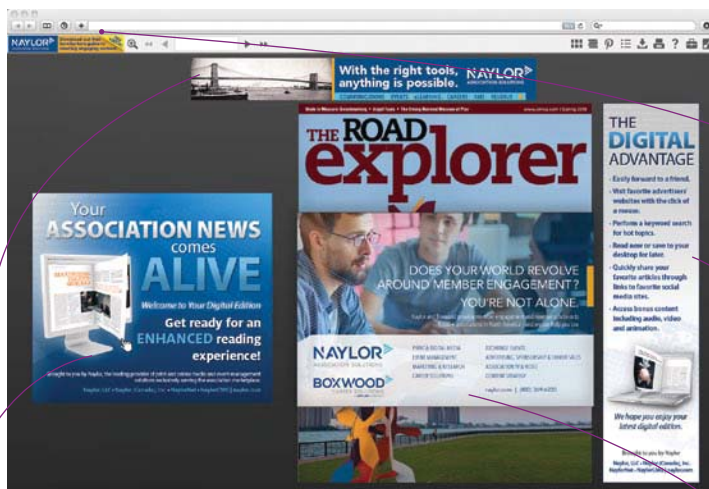
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on OMCA's website. A full archive of past issues is available, ensuring longevity for your online presence.



In addition to print, *The Road Explorer* and the *OMCA Membership Directory* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

THE ROAD EXPLORER & OMCA MEMBERSHIP DIRECTORY DIGITAL EDITION



Toolbar | Free with purchase of Sponsorship

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$600.00

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$800.00 (magazine only)

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Leaderboard | \$800.00

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship*(Includes Toolbar) | \$550.00

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/digitalmagspecs>

OMCA.COM WEBSITE

Advertising on the OMCA Website – omca.com

Advertising on the OMCA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to omca.ca to learn about upcoming association events, discover ways to maximize their OMCA membership, view the latest issues of *The Road Explorer* digital edition, and more. Advertising on omca.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of motor coach industry professionals.

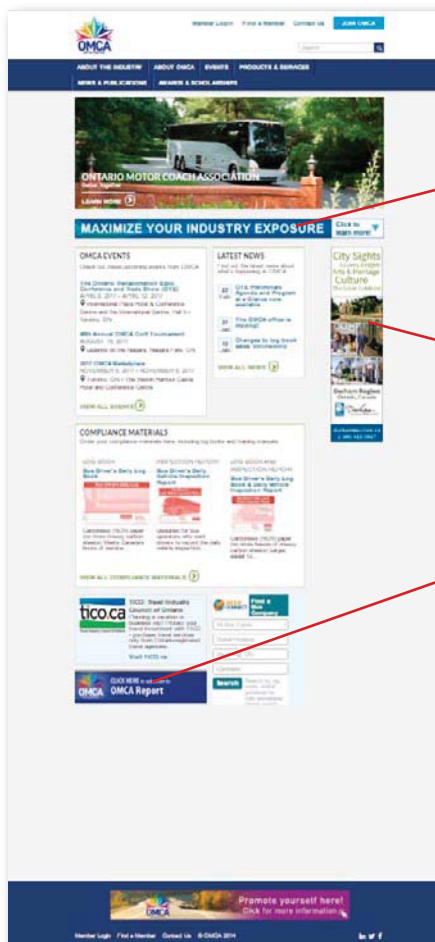
Features of OMCA website advertising:

- Cross-promoted in other OMCA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, omca.ca receives:

- More than 1,522 unique visitors per month
- 2,478 visits per month
- Sessions lasting more than 2 minutes

*Traffic numbers from 08/2017 - 02/2018



Curtain Ad | \$2,575

Exclusive position! Your ad will be showcased at the top of the website and when clicked on will expand for more content. Two files required: collapsed leaderboard and expanded billboard image.

- Leaderboard: 954 x 75 pixels & Billboard: 954 x 300 pixels)

Skyscraper Position (160 x 600 pixels) | \$2,875

Appears on every page of the OMCA website (six ads rotating).

Leaderboard (728 x 90 pixels) | \$2,150

Appears on every page of the OMCA website (four ads rotating).

Online Specifications - For more information, visit:

<http://www.naylor.com/onlinespecs>

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with OMCA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of OMCA.

1000 Islands International Tourism Council	Famous People Players Dine and Dream Theatre	Myrtle Beach Area Convention & Visitors Bureau	Scott Enterprises
Akwesasne Mohawk Casino	Fehr-Way Tours	National Air Force Museum of Canada	Seneca Niagara Spa Hotel & Casino
Algoma Central Railway	Fisheries Museum of the Atlantic	National Artists Management Company	Shady Maple Smorgasbord - Banquet & Conference Center Skylon Tower
Bata Shoe Museum	Fisherman's Wharf Lobster Suppers	New Jersey Travel & Tourism Newseum	South Beach Casino & Resort
Black Loyalist Heritage Site	Four Points by Sheraton Levis Convention Centre Garage Supply	Niagara Falls Tourism	SpringHill Suites by Marriot - Providence
Caesars Windsor	Gettysburg Foundation	North of Boston CVB	St. Jacobs Country
Cape Cod Custom Tours	Glen House Resort	Opal Resources Canada Inc.	The Bar Harbor Inn
Chattanooga Area CVB	Glenwood Caverns Adventure Park	Osoyoos Desert Model Railroad	The Red Lion Inn
Coach Canada	Grand Canyon Resort Corporation	Ottawa Boat Cruise/ Croisieres Outaouais	The Thomas Foster Memorial
Comfort Suites & Conference Centre	Great Blue Heron Charity Casino	Ottawa Little Theatre	The Turkey Hill Experience
Connecticut River Museum	Great Spirit Circle Trail	Planet Hollywood International	The Williams Inn
Country Music Hall of Fame	Hilton Garden Inn Niagara- on-the-Lake	Plimoth Plantation	Toronto Symphony Orchestra
County of Elgin	Holland Area CVB	Prevost	Tourism Kingston
County of Haliburton	Homewood Suites by Hilton - Oakville & Mississauga	Quattro Hotel & Conference Centre, an Ascend Hotel Collection	Tourism Windsor Essex Pelee Island
Courtyard by Marriott Niagara Falls	Ivanhoe Cambridge Inc. - Vaughan Mills	Resorts Casino & Hotel	Tropicana Casino
Courtyard by Marriott Ottawa East	Landis Valley Village & Farm Museum	Ripley's Aquarium of Canada	Vaughan Mills
Credit Valley Explorer Tour Train	Lang Pioneer Village Museum	Royal Canadian Mint	Visit Rochester
Dayton Marriott Hotel	Maid Of The Mist Corporation	Ryerson University Conference Services and Lodging	Walden Galleria
Detroit Institute Of Arts	Meet AC	Sault Ste. Marie Convention & Visitors Bureau	Waterloo Central Railway
Detroit Metro CVB	Mirvish Productions		Waterloo Region Museum
Downtown Brockville BIA			Waterloo Regional Tourism Marketing Corporation
Drayton Entertainment			Young People's Theatre
Duty Free Americas			
Eagan Convention & Visitors Bureau			
Elvis Presley's Graceland			