



ONTARIO MOTOR COACH ASSOCIATION

Target Canada's top bus and tour operators.

The OMCA Advantage

- OMCA represents **nine out of ten** motor coach operators in Ontario and 85% of tour operators in Canada.
- Our members spend approximately **\$1.5 billion** annually on industry-related products and services
- Each motor coach on an overnight tour generates more than **\$7,000-\$14,000 per day** in economic activity, including spending on accommodations, meals, entertainment and souvenirs.
- Canada is the **number one market** for international visitation to the U.S.

Who We Are

OMCA is **one of the largest** travel and tourism-related associations in Canada and is the voice of private-sector bus operators, inter-city bus lines, charter and coach tour companies in Ontario. OMCA represents bus operators, tour operators and affiliated sellers to the group tour industry, including attractions, destinations, hoteliers and retail outlets across North America.

Maximize Your Investment

A successful marketing campaign involves a constant flow of information to prospective buyers. Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, **OMCA delivers your message to members both in print and online.**

Our members recognize the importance of doing business with the vendors that support their association and industry.

For more information, please contact:

Blair Van Camp
Publication Director | Naylor (Canada), Inc.
Toll-free: (800) 665-2456 ext. 638
Direct: (204) 975-3638
Email: bvancamp@naylor.com



Connect with OMCA members throughout the year in **PRINT** and **ONLINE**.

The Road Explorer PRINT EDITION

The Road Explorer magazine is a tri-annual publication that features the latest motor coach industry news, technology and feature destination pieces.



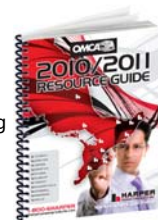
The Road Explorer DIGITAL EDITION

In addition to print, *The Road Explorer* is also available to members in a fully-interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



OMCA Resource Guide

Our annual *Resource Guide* is a key networking tool and powerful purchasing guide used throughout the year by professionals in the market for your products and services.



Online Resource Guide

The *OMCA Resource Guide* is also available online. Double your exposure — one affordable rate gets your ad in front of the OMCA members in both the print and electronic versions of the *OMCA Online Resource Guide*.



OMCA website

The OMCA website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of influential professionals year-round.



To learn more about OMCA, visit:

www.omca.com

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates	1x	2x	3x	4x
Double Page Spread	\$4,609.50	\$4,289.50	\$4,009.50	\$3,779.50
Outside Back Cover	\$3,789.50	\$3,579.50	\$3,399.50	\$3,239.50
Inside Front or Inside Back Cover	\$3,639.50	\$3,429.50	\$3,249.50	\$3,089.50
Full Page	\$3,029.50	\$2,819.50	\$2,639.50	\$2,479.50
2/3 Page	\$2,659.50	\$2,469.50	\$2,309.50	\$2,179.50
1/2-Page Island*	\$2,429.50	\$2,259.50	\$2,109.50	N/A
1/2 Page	\$1,709.50	\$1,589.50	\$1,489.50	\$1,399.50
1/3 Page	\$1,339.50	\$1,249.50	\$1,169.50	\$1,099.50
1/4 Page	\$999.50	\$929.50	\$869.50	\$819.50
1/6 Page	\$869.50	\$809.50	\$759.50	\$709.50
1/8 Page	\$699.50	\$649.50	\$609.50	\$569.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$2,119.50	\$1,969.50	\$1,839.50	\$1,739.50
2/3 Page	\$1,749.50	\$1,629.50	\$1,519.50	\$1,429.50
1/2-Page Island*	\$1,519.50	\$1,409.50	\$1,319.50	N/A
1/2 Page	\$1,339.50	\$1,249.50	\$1,159.50	\$1,099.50
1/3 Page	\$959.50	\$889.50	\$829.50	\$789.50
1/4 Page	\$779.50	\$719.50	\$679.50	\$639.50
1/6 Page	\$709.50	\$659.50	\$619.50	\$579.50
1/8 Page	\$539.50	\$499.50	\$469.50	\$439.50

*Available only in the magazine

The Road Explorer

OMCA Resource Guide



Index of Advertisers Categories

Our publications feature an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Accommodations
- Air Conditioning Components
- Attractions
- Attractions/Family Amusement Centres
- Attractions/Shopping Centres
- Boat Lines/Cruises/Tours
- Bowling Centres
- Bus Financing
- Bus Maintenance and Service
- Bus Manufacturers
- Bus Service/Charters
- Bus Washing Systems
- Casinos/Gaming
- Coach Repair and Conversion
- Destinations
- Destinations/Convention and Visitors
- Bureaus
- Dinner Theatres
- Duty-Free Shopping
- Engines
- Heater Systems
- Helicopter Rides
- Hotels
- Motor Coach Manufacturers
- Motors and Generators
- Museums
- Native Attractions
- Parks
- Parks/Recreation
- Parts Specialists
- Railroad Excursions
- Restaurants
- Retail Outlets
- Seats
- Shakespeare Festivals
- Shopping Malls/Retail Outlets
- Theatres
- Tourist Specialists
- Winery and Tours
- Other: _____

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

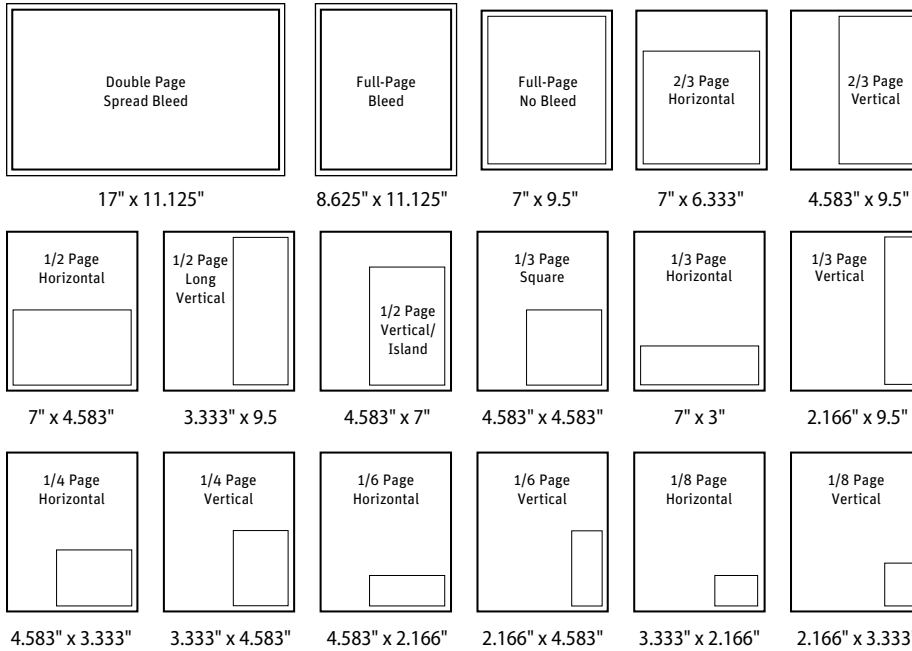
_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



Print Advertising Specifications

Directory/Magazine 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.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour 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 colour 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 and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

The Road Explorer – digital edition

Digital Edition – archives available at www.omca.com

In addition to print, *The Road Explorer* 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.



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 e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,499.50 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.

eToolbar | \$999.50 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,299.50 per issue

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

Online Resource Guide

About the *Online Resource Guide* – www.naylornetwork.com/omcadirectory

The OMCA *Online Resource Guide* is a comprehensive listing of all OMCA members. Available 24 hours a day, 365 days a year, the interactive *Online Resource Guide* makes it easy to locate products and professional services geared to the motor coach and tour planning industry. With hyperlinks, multiple search capabilities and richer search results, our *Online Resource Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks.

The *Online Resource Guide* is a reference at your fingertips:

- Contains complete member listings.
- Optimized to drive traffic from search engines and the OMCA home page
- Categorical layout allows efficient browsing with fewer clicks
- Directs visitors to the landing page of your choice to learn more about your business
- Consumers come to you when they are ready to buy
- Various ad sizes and display options make it easy to customize your listing and enhance content



Online Resource Guide traffic statistics

- 412 visits per month
- 1,189 page views per month

Based on a six-month average, April - September 2009



Horizontal Banner

Prominently located at the top of the *Online Resource Guide*, only one spot is available with three ads rotating each time the page is refreshed.

Vertical Banners

The Vertical Banners are placed and sized to catch attention and are located in the right column of the guide. There are four spaces with a maximum of four advertisers rotating per position.

Spotlight Tile Ads

Unlimited advertisers rotate through the left and right tile positions.

Half Tiles

Unlimited advertisers rotate through the left and right half tile positions.

Receive an online ad at no cost when you purchase a display ad in the print version of the *2011 OMCA Resource Guide*

Continued on next page...

OMCA Website

Advertising on the OMCA Website – www.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.com to learn about upcoming association events, discover ways to maximize their OMCA membership, view the latest issues of *The Road Explorer* and search the *Online Resource Guide*. Advertising on omca.com 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:

- 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.com receives:

- 10,906 page views per month
- 3,103 visits per month
- 1,658 unique visitors per month

**Traffic numbers from April 1 - September 30, 2009*



Skyscraper Position

- 3 Months | \$900 6 Months | \$1,500 12 Months | \$2,500

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

The Road Explorer – digital edition

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Website/Online Resource Guide

Spotlight Tile

- 125 x 125 pixels
- JPG, GIF or Flash/SWF* accepted

Half Tile

- 120 x 60 pixels
- JPG, GIF or Flash/SWF* accepted

Skyscraper

- 160 x 600 pixels
- JPG, GIF or Flash/SWF* accepted

Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted

Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage colour.
- Make sure there is no white space around the edge of the animation.

- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Colour Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at: http://www.adobe.com/resources/richmedia/tracking/designers_guide/



The Road Explorer

Advertisers with OMCA in 2010

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Ontario Motor Coach Association 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
A.C.T. Productions
Aird & Berlis, LLP
Akwesasne Mohawk Casino
Algoma Central Railway
America's Best Inn
Anderson County Tourism Council
Aseneskak Casino
Atlantic City Convention & Visitors Authority
Bar Harbor Inn & Spa
Bayview Wildwood Resort
Beach Cove Resort
Bel-Aire Clarion Hotel & Conference Center
Best Western St. Jacobs Country Inn
Best Western Bradford Inn
Best Western Cairn Croft Hotel
Best Western Garden Inn and Suites
Best Western International
Blue Man Productions
Boston Properties, Inc.
Boston Symphony Orchestra
Branson/Lakes Area Chamber of Commerce
Buffalo Niagara CVB
Caesars Windsor
Campus Living Centres
Canadian Bushplane Heritage Centre
Cape Cod Custom Tours
Cartier Place Suite Hotel
Catania Hospitality Group
Chester Fritz Auditorium
Chicago Southland CVB
Coach Canada
Cookstown Manufacturers' Outlet Mall
Cranberry Resort
Cumberland Valley Visitors Bureau
DanCap Productions
Datatrac Technologies, Inc.
Days Inn Albany Suny
Detroit Institute Of Arts

Detroit Metro CVB
Diefenbunker Canada's Cold War Museum
Dionne Quints Museum
Doubletree by Hilton Toronto Airport
Duty Free Americas
Empire State Building Observatory
Fairfield Inn & Suites-St. Augustine
Famous People Players Dine and Dream Theatre
Franklin County Visitors Bureau
Georgia Department Of Economic Development
Graceland
Great Blue Heron Charity Casino
Great Canadian Holidays Inc. (formerly Travel Ventures)
Great Spirit Circle Trail
Harper Power Products, Inc.
Historic Roscoe Village
Hockey Hall of Fame
Holiday Inn Fort Erie
Joseph's Estate Wines, Inc.
Kingston Sales
Maid Of The Mist Corporation
Mall of America
Manitoba Agricultural Museum
Mariposa Cruises
Marquis Plaza Hotel
Marriott -Niagara Falls Fallsview and Spa
Mirvish Productions
Motor Carrier Passenger Council of Canada
Museums and Heritage Services
Myrtle Beach Area Convention & Visitors Bureau
NASCAR Hall of Fame
National Capital Commission (NCC)
Newseum
Niagara Falls Tourism
North Carolina Division of Tourism, Film and Sports Development
Olympic Park
Outer Banks Visitors Bureau

Park Lane Hotel and Suites
Pathway Tours
Peace Bridge Duty Free
Pelee Island Winery's Wine Pavilion
Perrys Ocean Edge Resort
Peterborough & the Kawarthas Tourism
Pigeon Forge Department of Tourism
Planet Hollywood International
Poconos Mountain CVB
Prevost
Pulaski County Tourism Bureau
Queens Quay Terminal
Royal Botanical Gardens
Ryerson University
Scott Enterprises
Seneca Gaming Corporation
Shania Twain Centre/Gold Mine Tour
Shaw Festival Theatre
Sheraton Fallsview Hotel & Conference Centre
Shopsy's Hospitality, Inc.
Sony Centre for the Performing Arts
South Beach Casino & Resort
Southworks Outlets Mall
St. Mary's Entertainment Centre
Stage West All Suite Hotel
Stratford Festival Theatre
The Bar Harbor Inn
The Niagara Parks Commission
The Second City
Tourism London
Tourism Saskatoon
Travelodge By the Falls
Travelodge Canada
Tropicana Casino
Turning Stone Casino Resort
Vaughan Mills
Village Inn, The
Virginia Beach Convention & Visitor Development
Virginia Beach CVB
West Edmonton Mall
Wolfe Adventures & Tours
Woodbine Entertainment Group

We appreciate your support and look forward to working with you again.