



## MEDIA KIT

**Reach decision makers in Ontario's  
growing motor coach industry.**

*The Road Explorer, OMCA Resource Guide, OMCA website*

FOR MORE INFORMATION, PLEASE CONTACT:

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[www.omca.com](http://www.omca.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS



## Ontario Motor Coach Association

### The OMCA Advantage

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.

### Industry Facts

- Canadian Tour Operators have an operating revenue of **\$8 billion** annually.
- Members spend **\$100 million** annually for the coach industry on a national level.
- 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.

### Cross Border Travel Statistics



Nearly **21 million** Canadian residents took overnight trips into the United States in 2015, while over **23.3 million** Canadians crossed the border for same-day trips.\*



**12.5 million** Americans visited Canada in 2015, the highest level since 2008.

**Deliver your message to a driving force of the motor coach industry in Canada. Contact your Naylor Account Executive today!**

\*Source: IBISWorld Industry Report 48522



Ontario Motor Coach Association

## OMCA Communications

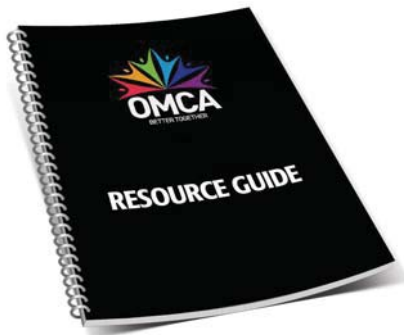
### Print and Online Product Menu



#### ***The Road Explorer***

Tri-annual magazine  
In Print & Online!

Our tri-annual magazine has an average circulation of **2000** copies.  
[naylornetwork.com/omc-nxt](http://naylornetwork.com/omc-nxt)



#### ***Annual Resource Guide***

In Print & Online

Gain unrivaled access to OMCA members! This annual print publication is used as a reference and purchasing tool throughout the year!

[www.naylornetwork.com/omc-directory/](http://www.naylornetwork.com/omc-directory/)



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

#### ***Website Sales***

[www.omca.com/](http://www.omca.com/)

Our official website keeps members up-to-date with the latest industry news.

**Let us customize an advertising  
program that fits your budget!  
Contact your Naylor representative today!**

# The Road Explorer OMCA Resource Guide

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the publication.

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

Full-Colour Rates	1x	2x	3x	4x
Double Page Spread	\$4,979.50	\$4,629.50	\$4,329.50	\$4,079.50
Outside Back Cover	\$4,029.50	\$3,799.50	\$3,599.50	\$3,439.50
Inside Front or Inside Back Cover	\$3,879.50	\$3,649.50	\$3,449.50	\$3,289.50
Full Page	\$3,269.50	\$3,039.50	\$2,839.50	\$2,679.50
1/2 Page	\$1,839.50	\$1,709.50	\$1,599.50	\$1,509.50
1/3 Page	\$1,449.50	\$1,349.50	\$1,259.50	\$1,189.50
1/4 Page	\$1,079.50	\$999.50	\$939.50	\$889.50
1/6 Page	\$939.50	\$869.50	\$819.50	\$769.50
1/8 Page	\$749.50	\$699.50	\$649.50	\$609.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$2,299.50	\$2,139.50	\$1,999.50	\$1,889.50
1/2 Page	\$1,449.50	\$1,349.50	\$1,259.50	\$1,189.50
1/3 Page	\$1,039.50	\$969.50	\$899.50	\$849.50
1/4 Page	\$839.50	\$779.50	\$729.50	\$689.50
1/6 Page	\$759.50	\$709.50	\$659.50	\$619.50
1/8 Page	\$589.50	\$549.50	\$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

**Leaderboard** | \$800

**Sponsorship** | \$400

**Skyscraper** | \$600

**Toolbar** | \$250

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



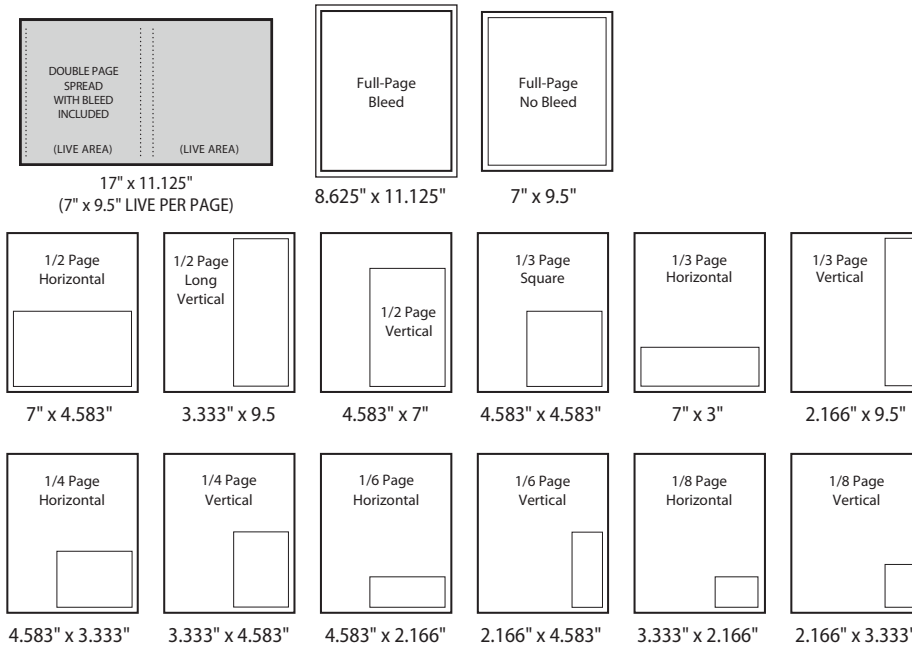
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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 6/2016)

# The Road Explorer OMCA Resource Guide

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



### 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](http://www.naylor.com)

### 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

- |                                   |  |
|-----------------------------------|--|
| 1 Pg / 1 Surface 8.375" x 10.875" | Postcards 6" x 4.25"                   |
| 1 Pg / 2 Surface 8.375" x 10.875" | Heavy Card Stock Insert 8.25" x 10.75" |
| 2 Pg / 4 Surface 8.375" x 10.875" | Postal flyersheets 8.5" x 11"          |

**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"

**Digital Edition - For more information, visit:** [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)



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).

# The Road Explorer OMCA Resource Guide digital edition

## Digital Edition – [www.naylor.com/omc-nxt](http://www.naylor.com/omc-nxt)

In addition to print, *The Road Explorer* and the *OMCA Resource Guide* are available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. **The average visitor spends approximately 7 minutes reading through the magazine, viewing an average of nearly 21 pages during each visit.**

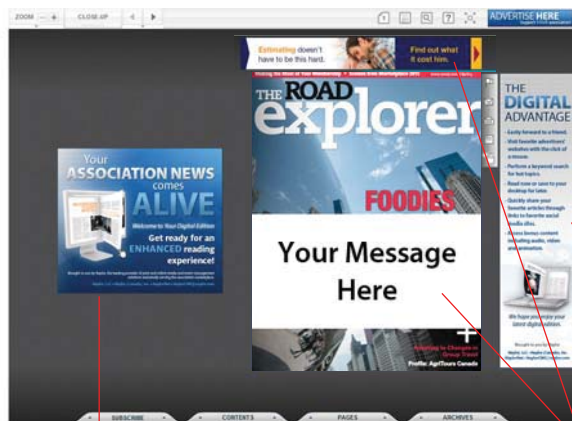
### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire publication**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
- **Read *The Road Explorer* and the *OMCA Resource Guide* online or download and print for later**

### Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

## Ad Positions



### Digital Toolbar (250 x 50 pixels) | \$250 per issue

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

### Digital Skyscraper (200 x 783 pixels) | \$600 per issue

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Belly Band (603 x 324 pixels) | \$800 per issue

The Bellyband 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.

### Digital Sponsorship (550 x 480 pixels) | \$400 per issue

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

### Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Edition Leaderboard (728 x 90 pixels) | \$800 per issue

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



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.

# OMCA Website

## Advertising on the OMCA Website – [www.omca.com](http://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 [www.omca.com](http://www.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](http://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.

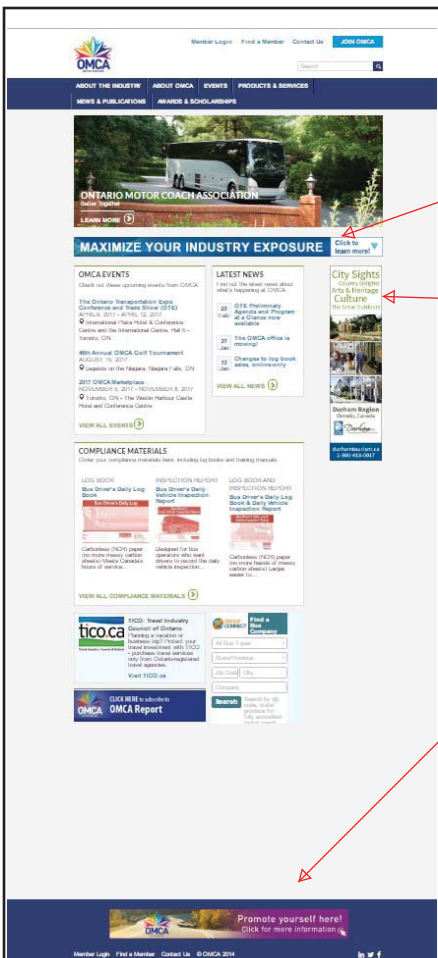
### Features of OMCA website advertising:

- 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.com](http://omca.com) receives:

- Over 2,100 unique visitors per month
- 3,273 visits per month
- Sessions lasting more than 2 minutes

\*Traffic numbers from 08/16 - 02/17



### Curtain Ad (Leaderboard: 954 x 75 pixels, Billboard: 954 x 300 pixels)

- ❑ 12 Months | \$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.

### Skyscraper Position (160 x 600 pixels)

- ❑ 12 Months | \$2,875

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

### Leaderboard (728 x 90 pixels)

- ❑ 12 Months | \$2,150

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

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



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# The Road Explorer OMCA Resource Guide

## Index of Advertisers Categories

Our publication features 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.*

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





# OMCA Communications

## Past Advertisers

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

