



ONTARIO MOTOR COACH ASSOCIATION

Reach Canada's top bus and tour operators

The OMCA Advantage

- We represent **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 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 industry and association.

For more information, please contact:

Kim Davies

Project Manager
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IN PRINT AND ONLINE

Connect with OMCA members throughout the year

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 Resource Guide.



New! OMCA Web site

The OMCA Web site 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

The Road Explorer – print edition

OMCA Resource Guide – print edition



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

Special Advertising Section:

Travel Highlights Marketplace



This special section showcases attractions, accommodations and restaurants throughout North America.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). OMC-T0110 (LR 2/27/09 OMC-T0209)



OMCA Web Site

Advertising on the OMCA Web Site – www.omca.com

Advertising on the OMCA Web site 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 Web site 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)