



MUSKOKA

Lake Superior

# Media & Sponsorship Kit Ontario Trails Council

[www.ontariotrails.on.ca](http://www.ontariotrails.on.ca)



# About the Ontario Trails Council

- Member-supported, not-for-profit, non-government organization (NGO)
- Connects over 1,200 trail organizations and 500,000 trail enthusiasts annually across Ontario
- Supported in part by the Ontario Trails Strategy (2005), The Ontario Trails Act (2016) and the OTS Management Plan (2014)
- Ongoing partnership with Ontario Tourism for marketing support via Regional Tourism
- Partnerships with Ontario's 36 conservation and park authorities

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## The Number One Source for Trails in Ontario

Every month over 100,000 visitors from across Ontario, Canada, USA, Europe and the world look to the OTC site as their first choice for Ontario trail information.

They're planning cycling trips through Niagara's wine country, treks into Algonquin Park, horseback riding, snowmobiling and off-road adventures into the wilds north of Superior. They're also looking for urban trails in the cities and major centres.

If life is a journey, we have your trail.

# Over 2,200 Trails & Growing

## The Ontario Trails Council website delivers:

- Over 83,000 km of Ontario trails (51,600 miles)
- Database searchable by trail activity type, region, closest town, trail name
- Trails across 15 distinct tourism regions of Ontario
- 22 Trail activities including hiking, biking and kayaking
- Every trail has its own descriptive profile page which includes the GPS trailhead
- The site provides access to expert opinions, tips, and trail usage guidelines

# Our Audience\*

- 57% male & 43% female
- 30% are between the ages of 18 - 35
- 22% are between the ages of 35 - 45
- 30% are between the ages of 45 - 65
- 44% use a trail in Ontario at least once a month
- 83% are interested in hiking & walking
- 96% reside in the province of Ontario

\*Source: Survey of site visitors conducted from May 2009 to September 2009

SPRING / SUMMER

# OTC Web Site Statistics\*

**9 months (January – September):**

- Total number of pageviews 962,716
- Average of 107,000 pageviews per month
- July peak 157,264 pageviews
- Total of 312,000 visitors for 9 months
- Average of 35,000 total visitors per month
- July highest total visitors 52,922

\*Source: Google analytics

SPRING / SUMMER

# Top Five Referring Countries

## Site Visitor Statistics\*

1. Canada (93.09%)
2. United States (5.63%)
3. United Kingdom (0.64%)
4. Australia (0.15%)
5. Germany (0.15%)

\*Source: Google analytics

SPRING / SUMMER

# Most Popular Pages\*

1. Home Page
2. OTC "Find a trail"
3. Cycling Roads & Paths
4. Trail Activities
5. Cycling Off-road
6. Trail Regions
7. Greater Toronto Area
8. Motorcycling
9. Hiking & Walking
10. Equestrian

\*Source: Google analytics



JANUARY - MARCH

# Most Popular Activity Pages\*

other (dog sledding, rock climbing, running, geo-caching, ice climbing, downhill skiing)

snowmobiling

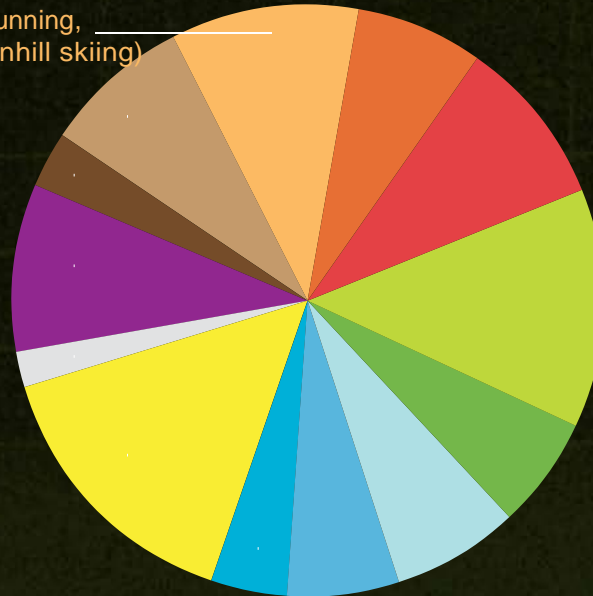
four-wheel driving

snowshoeing backcountry

canoeing & kayaking

cross country skiing

camping & backpacking



cycling – roads & paths

cycling – off-road

motorcycling

hiking & walking

equestrian

atvng

\*Source: Google analytics

APRIL - JUNE

# Most Popular Activity Pages\*

other (dog sledding, rock climbing, running, geo-caching, ice climbing, downhill skiing)

snowmobiling

snowshoeing backcountry

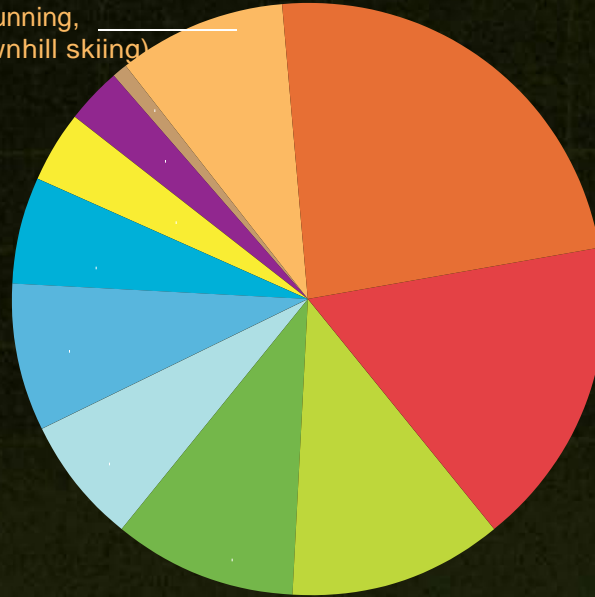
cross country skiing

camping & backpacking

atving

equestrian

hiking & walking



cycling – roads & paths

cycling – off-road

motorcycling

\*Source: Google analytics

JULY - SEPTEMBER

# Most Popular Activity Pages\*

snowmobiling

four-wheel driving

snowshoeing backcountry

canoeing & kayaking

cross country skiing

camping & backpacking

atving

equestrian

hiking & walking

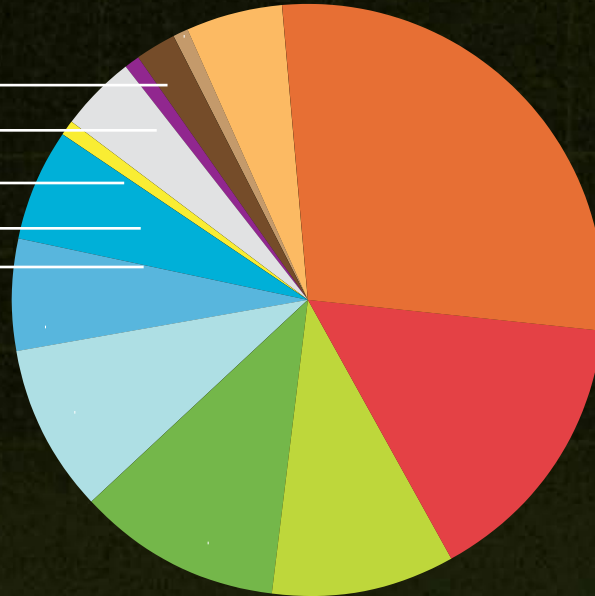
other

(dog sledding, rock climbing,  
running, geo-caching,  
ice climbing, downhill skiing)

cycling – roads & paths

cycling – off-road

motorcycling



\*Source: Google analytics

## ENHANCEMENTS

# To 2020 Site Plans

- Interactive GIS-enabled trail maps based on Google technology
- Wiki-like trail page enhancement, to allow more social networking, posting of comments, photos, etc.
- Introduction of private sector sponsors and promotional partnerships
- Integrative Tourism Asset content across site similar to Regional Tourism Organization 6 pages

# Testimonials

“To the Ontario Trails Council

A quick note to share some exciting news and share the credit too. As you know, this past year, Algonquin Highlands has been advertising on the OTC site. Well, our regular season ended on October 31, and in a year-end report we were very happy to report that we've experienced a 6.3% increase in users from the previous year.

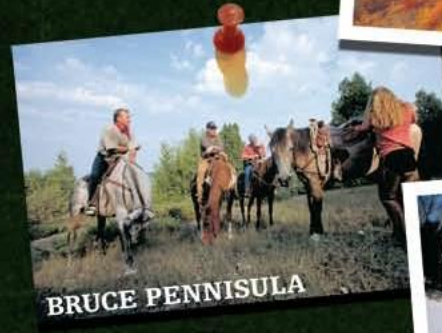
This was during a cool, wet summer and economic downturn where some Ontario Parks and municipalities have seen declines of nearly 20% at their recreational and camping facilities.

We are thrilled with our results and the traffic that the OTC site has driven to our site. Thank you for helping us make this a very successful year for Algonquin Highlands.”

mark coleman, trails coordinator, algonquin highlands

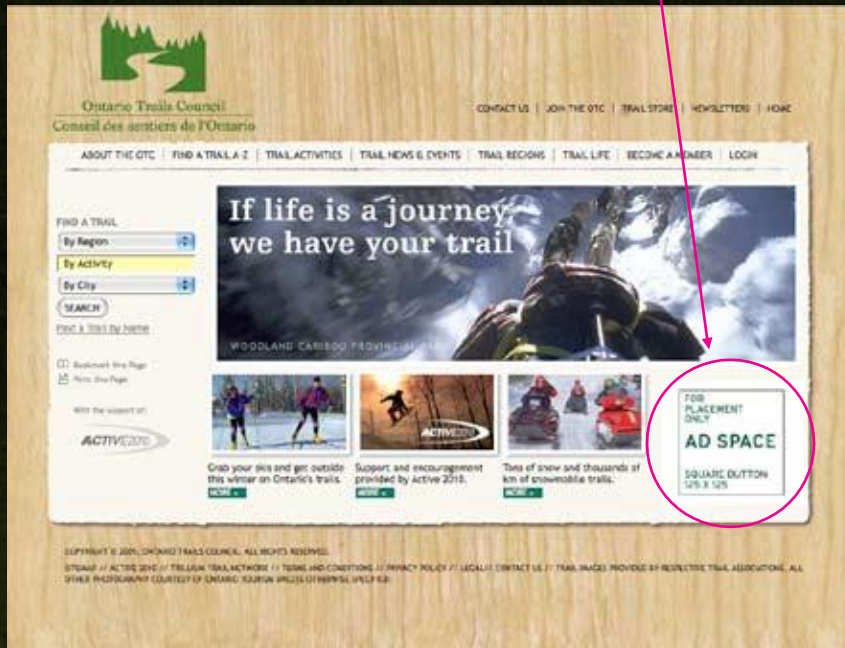
ADVERTISING RATES 2019

# Ontario Trails Council Website

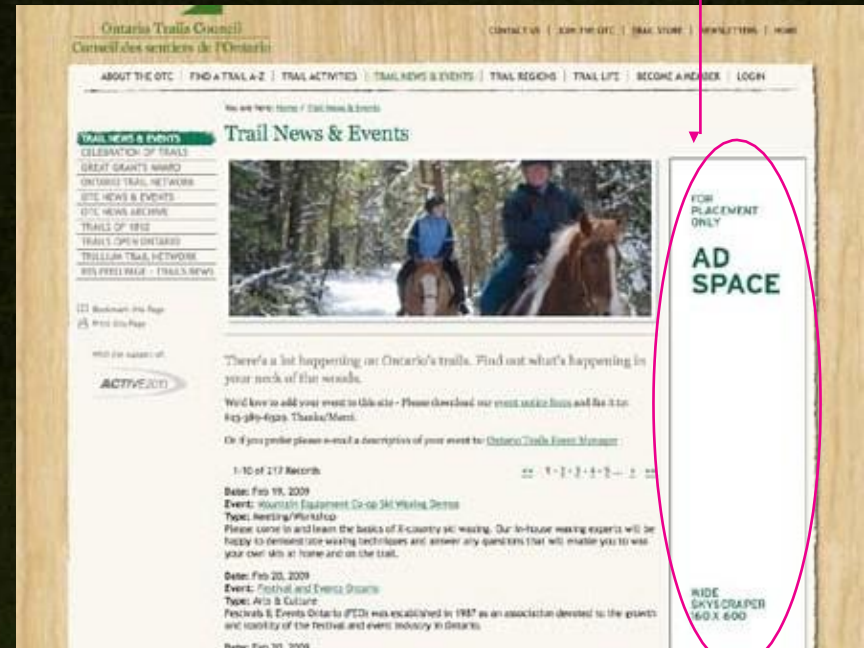


# Placement Examples

Homepage - rotating flash: Square Button



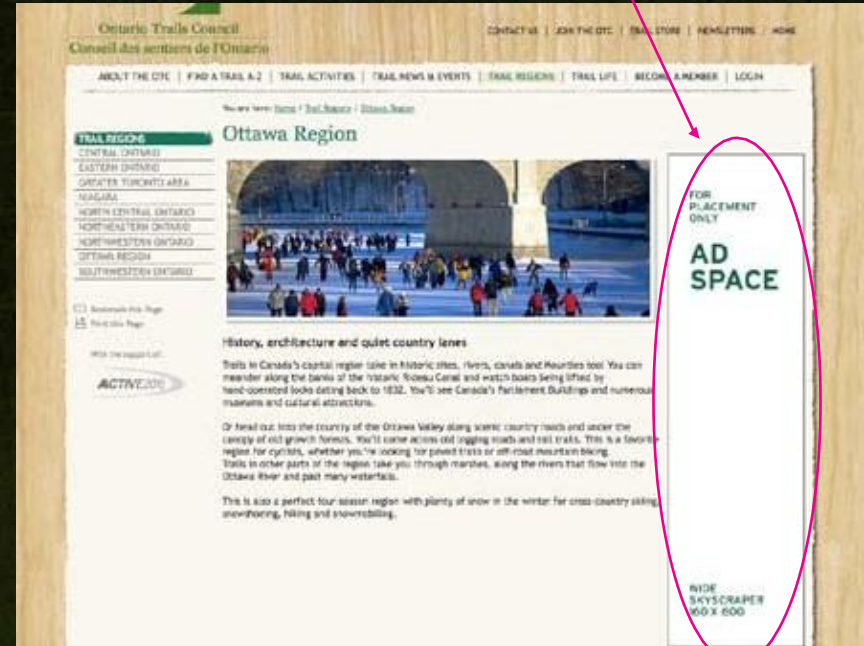
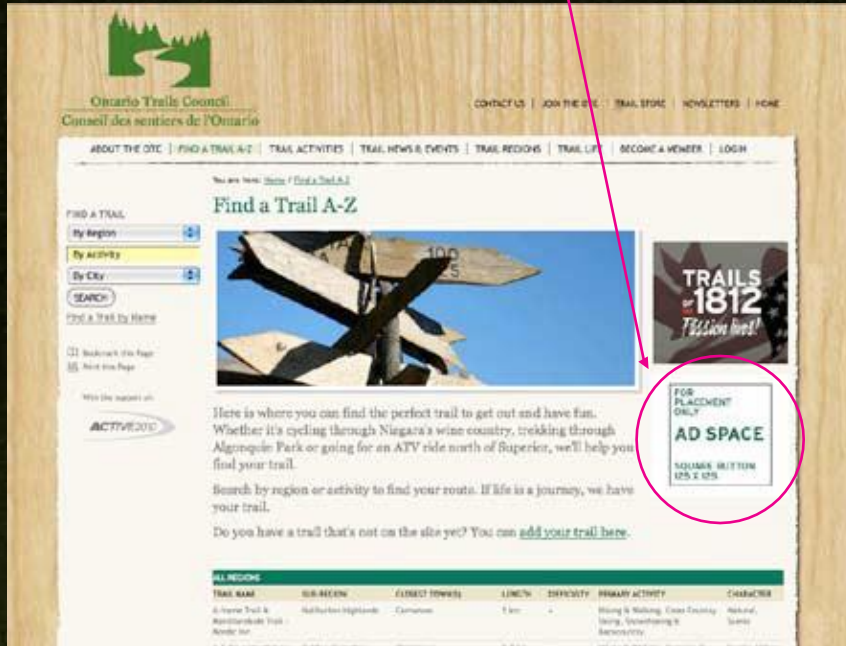
Trail News & Events page: Wide Skyscraper



# Placement Examples

Find a Trail A - Z or Trail News & Events page:  
Square Button

Regions/Activities Page: Wide Skyscraper  
i.e. Ottawa Regions Page,  
26 site-wide placement opportunities

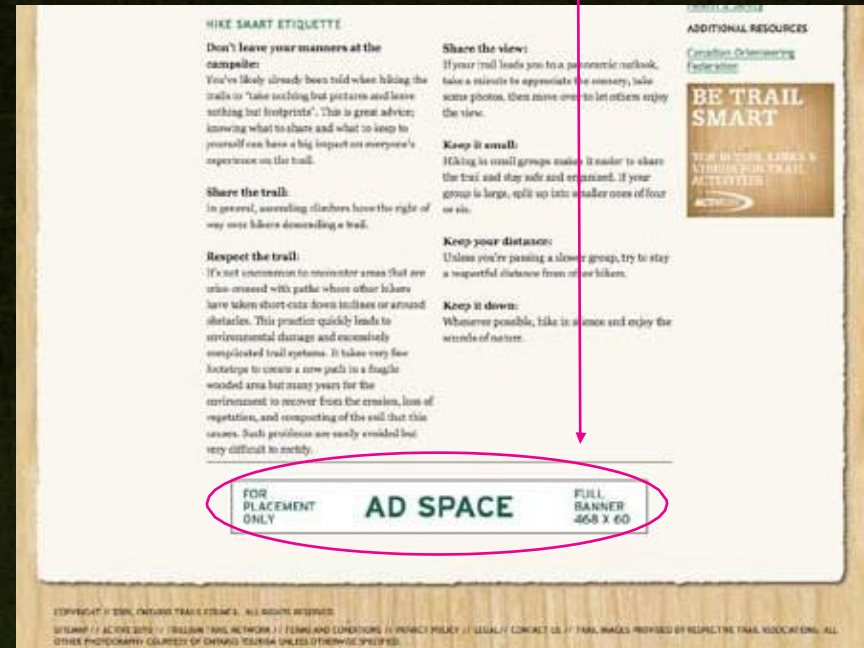
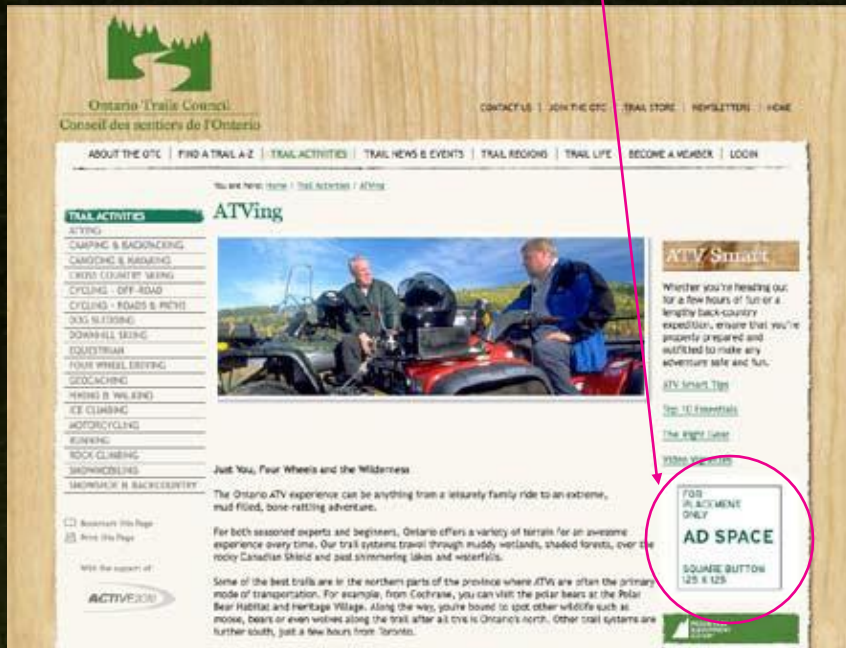




# Placement Examples

Activity/Regions page: Square Button  
i.e. ATVing page,  
26 site-wide placement opportunities

Other pages: Full Banner  
i.e. Hike Smart,  
9 site-wide placement opportunities



# Placement Examples

Trail page: Text Link

Region/Activity/Trail Smart pages: Text Link with Image  
i.e. Hike Smart

ACTIVE2010

No cost, but please check in at the office before beginning.  
Trails are accessed from the Nordic Inn - 1 km north from Street on Hwy 26.

**FOREST TRAIL**

**TRAIL STATS**  
 LENGTH: 1.8 km  
 DIFFICULTY: -  
 ACTIVITY: Hiking & Walking, Cross-Country Skiing, Snowshoeing & Nordic Skiing  
 TRAIL TYPE: Nordic, Snow  
 SURFACE: Gravel, Soil  
 ACQUISITION: Existing  
 OPEN: -  
 LOCATION: Central Ontario  
 SUB-REGION: Haliburton Highlands  
 COUNTY: Simcoe  
 TOWNSHIP: Simcoe  
 TRAIL HEAD: -  
 SEASON / HOURS: -  
 Year round

**CONTACT INFO**  
 PHONE: Haliburton Trails & Snow  
 PHONE: 705.467.4246  
 EMAIL: trails@htrails.com  
 WEB SITE: -

**ADVERTORIAL**  
 Discover the away hidden wonders of Hagera Falls. Start by clicking here.

**ADVERTORIAL**  
 At the Ontario Trails Council, we do our best to ensure the accuracy and integrity of the information we provide on the site. Please remember however, that none of the information on this site has been provided in any jurisdiction, we can't take responsibility for that information or make any guarantee as to its quality or accuracy. It's our intention to ensure that while something you read here may have been correct at the time it was posted, things change and the info change with them. Contact the trail manager or local weather office when planning a trip to avoid surprises, like poor conditions or trail closures.

**ADVERTORIAL**  
 This site is supported by a grant from the Ontario Ministry of Health Promotion and Recreation Program, The Ontario Ministry of Natural Resources, The Ontario Tourism Foundation and our users like you!

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**HIKE SMART ETIQUETTE**

**Don't leave your manners at the campsite:**  
 You've likely already been told when hiking the trails to "take nothing but pictures and leave nothing but footprints". This is great advice; knowing what to share and what to keep to yourself can have a big impact on everyone's experience on the trail.

**Share the trail:**  
 In general, ascending climbers have the right of way over hikers descending a trail.

**Respect the trail:**  
 It's not uncommon to encounter areas that are often crossed with paths whose other hikers have taken short-cuts down inclines or around obstacles. This practice quickly leads to environmental damage and excessively complicated trail systems. It takes very few footsteps to create a new path in a fragile wooded area but many years for the environment to recover from the erosion, loss of vegetation, and compacting of the soil that this causes. Such problems are easily avoided but very difficult to fix.

**Share the view:**  
 If your trail leads you to a panoramic outlook, take a minute to appreciate the scenery, take some photos, then move over to let others enjoy the view.

**Keep it small:**  
 Hiking in small groups makes it easier to share the trail and stay safe and organized. If your group is large, split up into smaller ones of four or six.

**Keep your distance:**  
 Unless you're passing a slower group, try to stay a respectful distance from other hikers.

**Keep it down:**  
 Whenever possible, hike in silence and enjoy the sounds of nature.

**ADDITIONAL RESOURCES**  
 Canadian Hiking & Trail Association  
**BE TRAIL SMART**  
 TRAIL MANNERS, ETIQUETTE & SAFETY FOR TRAIL ACTIVITIES

**ADVERTORIAL**  
 Ontario Professional Planners Institute  
 Learn from their experience in professional planning. Learn from their experience in professional planning. Apprenez de leur expérience en planification professionnelle. Apprenez de leur expérience en planification professionnelle. Start by clicking here.

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## OTC ADVERTISING RATES 2019

# Web

Format*	Appears on	1 month	3 months
Square Button (125 x 125 IMU)	Home page — rotating flash. Only 4 ads accepted at a time, the ads pause for 10 seconds	\$600	\$1,710
Wide Skyscraper (160 x 600 IMU)	<ul style="list-style-type: none"><li>• Trail News &amp; Events</li></ul>	\$550	\$1,566
Square Button (125 x 125 IMU)	Any one of: <ul style="list-style-type: none"><li>• Find a Trail A-Z page</li><li>• Trail News &amp; Events</li></ul>	\$300	\$855
Wide Skyscraper (160 x 600 IMU)	<ul style="list-style-type: none"><li>• Any one of 17 Activity pages or 9 Region pages</li></ul>	\$500	\$1,425

\*All dimensions are in pixels IMU = Interactive Marketing Units

## OTC ADVERTISING RATES 2019

# Web

Format*	Appears on	1 month	3 months
Square Button (125 X 125 IMU)	<ul style="list-style-type: none"><li>• Any one of 17 Activity pages or 9 Region pages</li></ul>	\$250	\$720
Full Banner (468 X 60 IMU)	<ul style="list-style-type: none"><li>• Any one of the Other pages – Hike Smart, Bike Smart etc.</li></ul>	\$400	\$1,140
Square Button (125 X 125 IMU)	<ul style="list-style-type: none"><li>• Any one of the Other pages – Hike Smart, Bike Smart etc.</li></ul>	\$400	\$1,140

\*All dimensions are in pixels IMU = Interactive Marketing Units

## OTC ADVERTISING RATES 2019

# Web

Format*	Appears on	1 month	3 months
Text Links (sub heading and maximum of 30 word text description with link)	<ul style="list-style-type: none"> <li>Trail page</li> </ul>	\$35	\$90
Text Links (sub heading and maximum of 30 word text description with link)	Any one of: <ul style="list-style-type: none"> <li>Region pages</li> <li>Activity pages</li> <li>Trail Smart pages</li> </ul>	\$150	\$420
Advertorial page (optional, in conjunction with any Text Link)	<ul style="list-style-type: none"> <li>Full page on the web site dedicated to your product or service with your own content and graphics</li> </ul>	\$100**	\$250**

\*All dimensions are in pixels \*\*Set-up fee may apply  
 IMU = Interactive Marketing Units

OTC ADVERTISING RATES 2019

# Weekly E-Newsletter

Our newsletter is sent out every week to more than 1,100 opt-in subscribers and provides up-to-the-minute news to trail users, managers, and other trail stakeholders. Exclusive sponsorships and advertising opportunities are available for each issue.

Format*	Per Issue	For 12 Issues
Square Button (125 x 125 IMU)	\$350	\$3,360
Full Banner (468 X 60 IMU)	\$350	\$3,360
Press Release	\$200	\$1,920

\*All dimensions are in pixels IMU = Interactive Marketing Units

# Sponsorship Packages

Regional Theme Package Includes:	Monthly	Seasonal (3 months)
<ul style="list-style-type: none"><li>• Skyscraper on the Region page of your choice</li><li>• Text advertorials on 20 trails from your region</li><li>• Text Advertorial with image on the Trail Region page</li><li>• Customized e-blast (you can choose to send to the entire OTC list or specifically targeting your geographical area to promote your service or product in that area)</li></ul>	\$2,500	\$7,000 (Savings of \$500)

# Sponsorship Packages

Activity Theme Package Includes:	Monthly	Seasonal (3 months)
<ul style="list-style-type: none"><li>• Skyscraper on Activity page of your choice</li><li>• Text advertorials on 20 trails from your region</li><li>• Text advertorial with image on Activity page</li><li>• Text advertorial with image on Trail Smart page</li><li>• Skyscraper ad on Trail Smart page</li><li>• Customized e-blast</li></ul>	\$2,850	\$8,000 (Savings of \$550)



# Sponsorship Notes

- All rates in Canadian Dollars
- Rates are monthly, with no specific numbers of impressions
- Add \$25 dollars for file set up
- Prices are subject to taxes, where applicable
- These are net rates
- Production costs not included. Please contact Nadia Barbosa at 416-972-1439 to request a quote on production

# Custom Packages

- Custom packages are available to suit your company's needs. To target your advertisements for greatest effect, please contact Nadia Barbosa:

Phone 416-972-1439

Email [nbarbosa@contextcreative.com](mailto:nbarbosa@contextcreative.com)