



# ONTARIO BY BIKE

## 2021 MARKETING PARTNERSHIPS

PHOTOGRAPHY BY OXFORD TOURISM



Ontario By Bike®

# 2021 CYCLING IN ONTARIO / LE VÉLO EN ONTARIO GUIDE & PRINT PARTNERSHIPS



PHOTOGRAPHY BY VOYAGEUR CYCLING ROUTE

As the interest and participation in cycling and traveling within Ontario grows, the annual cycling guide continues to be a popular trip planning resource. With the decrease in international travel, reach engaged readers, Ontario travellers and cycling enthusiasts to visit your destination and location.

## DID YOU KNOW?

You can view previous versions of this full-colour publication at:  
[OntarioByBike.ca](http://OntarioByBike.ca)  
/2020

## ABOUT THE PUBLICATION

- › 9<sup>th</sup> annual edition
- › Printed in both English and French
- › 40 pages and 40,000 printed in 2020
- › Over 6,400 downloads and 16,000 digital views
- › Strong distribution in Ontario and Québec
- › Continued interest from US cyclists
- › Inspiring and informative editorial featuring destination partners, bicycle friendly businesses, day trip and overnight itineraries, plus bike routes across Ontario
- › Published by Ontario By Bike, a not-for-profit organization, and source cyclists trust

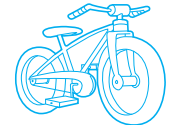


**DON'T MISS THIS OPPORTUNITY – BOOK EARLY – ADVERTISING SPACE SELLS OUT**

# 2020 READERS SURVEY



*“My friend and I have taken 20 bike rides this summer. We biked nearly every Sunday and enjoyed trying out new trails, inspired by the guide.”*



**37%**

were first time readers of annual guide in 2020

*“We had a weekend trip to Peterborough area and did day trips from there, stopping at many fantastic cafes along the way. The Ontario magazine was what started our trip!”*



**76%**

found the guide 'useful' or 'very useful' when planning a cycling trip (15% didn't make any cycling plans this year due to COVID)

*“Unfortunately COVID changed all our plans but am ready to ride next summer if the pandemic allows.”*

*“My husband and I rode 2,400 km from Manitoulin Island following the Waterfront Trail along Lakes Huron, St. Clair River, Erie and Ontario. We used info and certified bicycle friendly accommodation listings to plan our tour.”*

**53%**

of readers visited a destination featured in the 2020 guide (30% did not take any cycling trips this year due to COVID)

# ABOUT CYCLE TOURISM IN ONTARIO\*



PHOTOGRAPHY BY TREVOR BROWNE / MESSKITMAG.COM



Due to COVID-19 in 2020, there was a surge in cycling and cycle tourism in Ontario

**OVER 75%**

of cyclists surveyed were planning to cycle closer to home and within province in 2020, and only a small percentage anticipated no travel



Huge increase in travel within Ontario as international travel plans cancelled

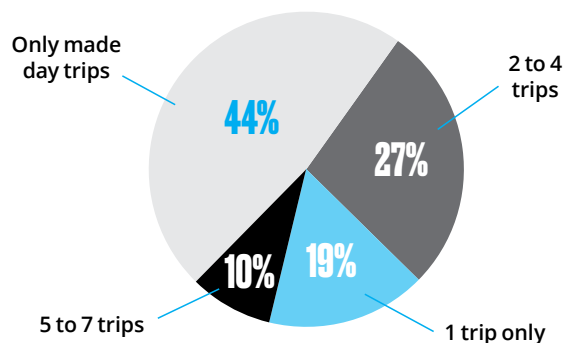
**92%**

of cyclists planned to increase the amount of cycling or do the same amount this year



Cyclists spend large on food and beverage and accommodations at overnight destinations (41% and 38% of expenditures respectively)

## OVERNIGHT CYCLING TRIPS IN ONTARIO



**\$314**

is the average spent per person on a 2 day/overnight cycling trip in Ontario

**\$550**

average spent on 3 day/2 overnights trip in Ontario

\*Ontario By Bike & Waterfront Regeneration Trust Survey Report (2020); Ontario By Bike Rides Impact of Cycle Tours (2020)

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# PROVEN PRINT AND DIGITAL PRESENCE

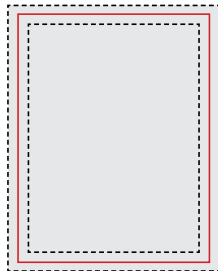
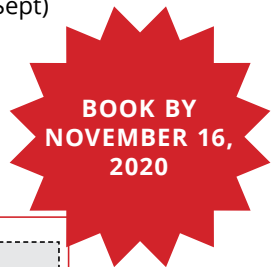
## HOW WE SUCCESSFULLY DISTRIBUTED 40,000 PRINT COPIES IN 2020

- › **QUÉBEC MARKET** Polybagged 8,000 French copies in April issue of Vélo Mag, a Vélo Québec publication in targeted Québec market
- › **DISTRIBUTION CENTRES** Travel and visitor information centres, tourism businesses and bike stores
- › **SHOWS & EVENT** Major consumer travel shows and cycling events including Montréal Vélo Show, Toronto Bicycle Show, Bike Month, UCI Track Cycling World Cup, Outdoor Adventure and Travel Show
- › **DIRECT MAIL** Direct mail fulfillment to over 1,000 individuals (89% of requests from Ontario residents; remainder to elsewhere in Canada including Québec; smaller numbers in 2020 to USA, predominantly border states)

## HOW WE REACHED THOUSAND OF CONSUMERS ONLINE IN 2020

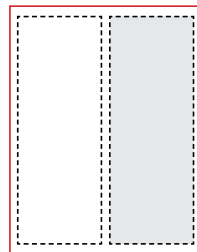
- › **DIGITAL HOSTING** Downloadable and digital versions featured on OntarioByBike.ca resulted in over 6,400 downloads and 16,000 digital views
- › **EMAIL MARKETING** Guide and content promoted through consumer e-newsletter 9 times/year, each reaching 15,000 cyclists
- › **SOCIAL MEDIA MARKETING** Content promoted through Ontario By Bike's social media platforms – Facebook, Twitter and Instagram
- › **PARTNER OUTREACH** Partners shared and hosted the guide through various online channels and at major consumer events
- › **FEATURED WEBSITE PLACEMENT** Graphic and link from OntarioByBike.ca homepage and all webpages, averaging over 61,500 monthly pageviews (June – Sept)

## Print Advertising Partnership Options

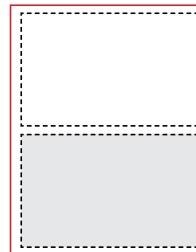


**FULL PAGE**  
8.375" (w)  
x 10.875" (h)

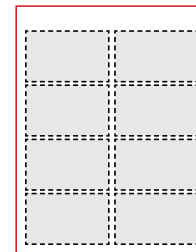
**FULL PAGE BLEED**  
8.625" (w)  
x 11.375" (h)



**1/2 PAGE VERTICAL**  
3.64" (w)  
x 9.78" (h)



**1/2 PAGE HORIZONTAL**  
7.375" (w)  
x 4.74" (h)



**MARKETPLACE 1/8 PAGE HORIZONTAL**  
3.64" (w)  
x 2.25" (h)

### RECOMMENDED FOR DESTINATION PARTNERS\*

Premium Full Page Outside Back Cover	<b>\$3,950</b>
Premium Full Page Inside Front or Back Cover	<b>\$3,500</b>
Full Page	<b>\$3,100</b>
Half Page	<b>\$1,950</b>

### RECOMMENDED FOR BUSINESSES OR EVENTS\*

1/8 Page (Marketplace)	<b>\$750</b>
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\* Plus HST

### TECHNICAL REQUIREMENTS

- › Submit your ad files in PDF/X1 format with embedded fonts.
- › All colours/images should be converted to CMYK.
- › All images should have a minimum resolution of 300dpi.
- › Proofs will not be sent out for ads provided print-ready.

### ADVERTISING SUBMISSION

- › Both an English and French version of ad must be supplied.
- › Please email creative material to [info@ontariobybike.ca](mailto:info@ontariobybike.ca) if files less than 10MB.
- › Alternately, upload files onto a file sharing program and email link to [info@ontariobybike.ca](mailto:info@ontariobybike.ca) (e.g. DropBox or Google Drive).
- › Translation services and graphic design available upon request.

**SUBMISSION DEADLINE** December 7, 2020

**DON'T MISS THIS OPPORTUNITY – BOOK EARLY – ADVERTISING SPACE SELLS OUT**

# 2021 ONTARIO BY BIKE EVENT PARTNERSHIPS

BOOK BY  
NOVEMBER 16,  
2020

Each year Ontario By Bike is an exhibitor at a number of Ontario and Québec consumer shows and cycling events.

Our popular and well trafficked Ontario By Bike Cycle Tourism Information Centre is a draw for many cyclists and potential travellers looking for trip inspiration and planning resources to enjoy short getaways or longer vacations in Ontario.

Have your destination featured at events and consumer shows with Ontario By Bike as a premium promotion partner.

Currently all shows are scheduled to proceed for 2021, and events are expected to be back on track, with added health and safety precautions. Book now, and accept our guarantee of a reimbursement based on percentage of events attended, should there be cancellations.



## Event Partnership Packages

### A FOR THE QUÉBEC MARKET

**Additional cost of \$1,500 (plus HST)\***

—Your destination showcased at the Montréal Bike Show (Salon Du Vélo) from February 19 – 21, 2021

#### PACKAGE INCLUDES:

- › Expanded promotional and display space for cycling materials produced by your destination, including stand-up table top display featuring your advertisement in French
- › Bilingual staff trained on partner's products, experiences and resources will feature your destination at show
- › Access to email database generated through event sign-up forms
- › One piece of collateral will be inserted into Ontario By Bike's branded give away bags
- › Significant cost savings compared to participating with solo display space

\*Minimum number of partners required.

**DID YOU  
KNOW?**

Attending a large  
consumer show can  
cost \$6,000 to \$8,000  
per show

### B FOR THE ONTARIO MARKET

**Additional cost of \$1,000 (plus HST)**

—Your destination showcased at the Ontario Cycle Tourism Information Centre at (4) Ontario shows / events in 2021

#### PACKAGE INCLUDES:

- › Expanded promotional and display space for cycling materials produced by your destination, including stand-up table top display featuring your advertisement
- › Past events include Toronto Bicycle Show, Toronto Outdoor Adventure Show, Ride for Heart, Bike Month, UCI Track Cycling World Cup and a variety of other cycling and partner events
- › Staff trained on partners' products, experiences and resources will feature your destination at show
- › Access to email database generated through event sign-up forms
- › Destination profile in consumer e-newsletter sent by Ontario By Bike 9 times/year reaching over 15,000 cyclists

# WEBSITE AND DATABASE STATS

Ontario By Bike's social media and online presence experiences consistent growth rates and an increasing number of people following its channels. As a partner, you benefit from additional exposure to an engaging community looking for up to date content about cycling in the province.



## AVG. MONTHLY WEBSITE STATS

**61,500**

page views\*  
(+55%)†

**34,000**

sessions\*  
(+64%)†



**26,500**

visitors (users)\*  
(+62%)†



**47%**

growth in  
organic search

## DATABASE AND NEWSLETTER

**15,000**

opt-in  
subscribers



**41%**

avg. open-rate



**16%**

avg. click-thru rate

## BLOG AND SOCIAL MEDIA

**2,170**

blog reads on OBB  
site (avg.)



**5,455**

Facebook page  
likes (+25%)\*\*



**2,294**

Instagram  
followers (+32%)\*\*

\*Average monthly June 2020 – September 2020

\*\* Growth between September 2019 – 2020

†YoY comparison with same period in 2019

View Past Blogs & Content Partnerships:  
[OntarioByBike.ca/Blog](https://OntarioByBike.ca/Blog)



PHOTOGRAPHY BY RAIL TRAIL FRIENDS

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# 2021 ONTARIO BY BIKE DIGITAL ADVERTISING

BOOK BY  
NOVEMBER 16,  
2020

Cyclists from Ontario, Québec and the US are increasingly turning to Ontario By Bike's extensive digital resources to help plan their cycling vacations in Ontario. Let us help you access this growing market.

## WEBSITE ADVERTISING

### Leaderboard Banner

- › Leaderboard Ad Dimensions – 728px X 90px
- › Located on homepage and across all pages<sup>1</sup>
- › Up to 3 banners on rotation

### Skyscraper Banner

- › Skyscraper Ad Dimensions – 100px X 600px
- › Located on website across all pages, except homepage<sup>1</sup>
- › Up to 3 banners on rotation

### Featured Event

- › Leaderboard Ad Dimensions – 728px X 90px
- › Placed top of monthly event listings
- › Up to 2 banners on rotation

**Note:** Links inserted as directed. End of campaign report provided. Single month purchases are allowed.

<sup>1</sup> Excluding special program pages as advised by Ontario By Bike

## E-NEWSLETTER ADVERTISING

### Leaderboard Banner

- › Leaderboard Ad Dimensions – 728px X 90px
- › Placement – Below first and second article section break
- › 2 spots available per newsletter
- › Advertisement on monthly newsletter with above industry average open and click-thru rates

## CONTENT PARTNERSHIPS

### Example of Campaign Inclusions\*

- › Blog Post(s) - Written by partner or Ontario By Bike
- › Inclusion in e-newsletter
- › Social media broadcasts of each blog post
- › Administration of subsequent consumer inquiries and collateral fulfillment
- › Administration of blog, e-newsletter and social media broadcasts
- › End of campaign reporting

\*Campaign inclusions vary on partners' needs. Limited availability.

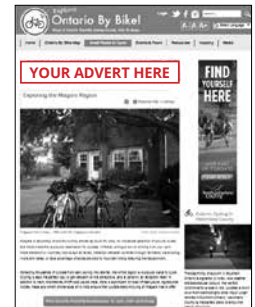
### Leaderboard (Homepage)



### Skyscraper



### Featured Event



### Leaderboard



### E-newsletter Advertising



### Blog Post



### Inclusion in E-newsletter



### Social Media Broadcast



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# ONTARIO BY BIKE MARKETING PARTNERSHIPS 2021 PURCHASE ORDER

## General Contact Information

Name of Organization / Business: .....

Mailing Address:.....

City: ..... Province: ..... Postal Code: .....

Authorized Contact Person: .....

## Marketing Partnership Options\*

### PRINT ADVERTISING PARTNERSHIPS

<input type="checkbox"/> Premium Full Page Outside Back Cover	<b>\$3,950</b>
<input type="checkbox"/> Premium Full Page Inside Front or Back Cover	<b>\$3,500</b>
<input type="checkbox"/> Full Page	<b>\$3,100</b>
<input type="checkbox"/> Half Page	<b>\$1,950</b>

### EVENT PARTNERSHIPS \*\*

<input type="checkbox"/> Ontario Show Package	<b>\$1,000</b>
<input type="checkbox"/> Québec Show Package	<b>\$1,500</b>

### DIGITAL ADVERTISING PARTNERSHIPS

#### Leaderboard Banner Advertising

<input type="checkbox"/> June – September	<b>@ \$350/month</b>
<input type="checkbox"/> April & May	<b>@ \$250/month</b>
<input type="checkbox"/> October – March	<b>@ \$150/month</b>

#### Featured Event Leaderboard Banner Advertising

<input type="checkbox"/> June – September	<b>@ \$250/month</b>
<input type="checkbox"/> April & May	<b>@ \$200/month</b>
<input type="checkbox"/> October – March	<b>@ \$150/month</b>

#### Skyscraper Banner Advertising

<input type="checkbox"/> June – September	<b>@ \$300/month</b>
<input type="checkbox"/> April & May	<b>@ \$200/month</b>
<input type="checkbox"/> October – March	<b>@ \$125/month</b>

#### E-Newsletter – Leaderboard Banner Advertising

<input type="checkbox"/> June – September	<b>@ \$300/broadcast</b>
<input type="checkbox"/> March – May	<b>@ \$250/broadcast</b>
<input type="checkbox"/> February & October	<b>@ \$200/broadcast</b>

### CONTENT PARTNERSHIPS

#### Blog Content From Partner

<input type="checkbox"/> April – September	<b>@ \$700/post</b>
<input type="checkbox"/> All other months	<b>@ \$600/post</b>

#### Custom Blog Content Development by Ontario By Bike\*\*\*

<input type="checkbox"/> April – September	<b>@ \$1,200/post</b>
<input type="checkbox"/> All other months	<b>@ \$1,000/post</b>

**SUBMISSION DEADLINE** Book 2021 print advertising partnerships before the **November 16, 2020** deadline. Booking for other marketing partnership options may be extended, but will be sold on a first come first serve basis.

\*Plus HST

\*\*Guaranteed reimbursement based on % of events attended

\*\*\*Travel not included, if required

**DON'T MISS THIS OPPORTUNITY – BOOK EARLY – ALL OPTIONS SELL OUT**

# Form Of Payment

An invoice will be issued upon receipt of purchase order.  
Please check the following that apply:

- Will send payment by cheque
- Will pay by Visa / Master Card, please contact me
- Will pay by Electronic Funds Transfer (EFT), send details
- Graphic design services required (\$50/hr + HST)
- Use the advertisement copy from 2020
- Translation services needed (\$0.22/word + HST)\*

\* Up to 100 words. Rate decreases for text over 100 words

# To Place An Order

**For more information and to place an order contact:**

**Simon Lutz, Project Coordinator or Louisa Mursell, Executive Director**  
Ontario By Bike / Transportation Options  
Tel: 416-827-2774 / 1-866-701-2774  
Email: [info@ontariobybike.ca](mailto:info@ontariobybike.ca)  
**[www.OntarioByBike.ca](http://www.OntarioByBike.ca) / [www.TransportationOptions.org](http://www.TransportationOptions.org)**

*Transportation*  
Options



By signing this purchase order, I allow Ontario By Bike/Transportation Options to reserve the advertising and/or event space as detailed in this purchase order. I agree to supply the necessary information and material by any deadlines listed and in accordance to the technical requirement.

Print Name: ..... Signature: ..... Date: .....

Please return the completed purchase order via EMAIL ([info@ontariobybike.ca](mailto:info@ontariobybike.ca))