



ONTARIO BY BIKE

2022 MARKETING PARTNERSHIPS



2022 CYCLING IN ONTARIO / LE VÉLO EN ONTARIO GUIDE & PRINT PARTNERSHIPS



PHOTOGRAPHY BY PAULETTE DALTON

As the interest and participation in cycling and traveling in Ontario reaches new levels, so too does the demand for our annual guide, the go to trip planning resource for cyclists. With the tourism industry's significant shift as a result of the pandemic, become a partner in 2022 and be guaranteed to reach engaged readers, travellers and cyclists eager to discover your destination in Ontario.

**DID
YOU KNOW?**

You can view previous
versions of this full-colour
publication at:
OntarioByBike.ca
/2021

ABOUT THE PUBLICATION

- › 10th annual edition
- › Printed in both English and French
- › Increased to 48 pages and 35,000 printed in 2021
- › Over 18,000 digital views
- › Unprecedented demand in 2021 and strong distribution in Ontario, Québec and Canada wide
- › Inspiring and informative editorial featuring destination partners, bicycle friendly businesses, day trip and overnight itineraries, plus bike routes across Ontario
- › Only partners featured in Ride Guide section
- › 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

2021 READERS SURVEY



“We have frequently cycled in Europe and appreciate the magazine’s efforts to promote cycle tourism in Ontario.”



62%
of readers
visited
destinations
featured in
2021 guide

“I had not visited my family for 18 months because of the pandemic. When able to visit again this summer I found the trails and bike paths a wonderful way to explore the Lake Huron and Georgian Bay areas.”

“The article on the Manitoulin Getaway really has inspired us to do that trip.”

“It's really great, first time I have read it. So good I shared it with other family members and had to order another copy for myself.”



67%
of mail
fulfillment
orders were
sent to first time
readers of
annual guide
in 2021

82%
found the guide
'useful' or 'very
useful' when
cycling planning
a trip in 2021

ABOUT CYCLE TOURISM IN ONTARIO*



PHOTOGRAPHY BY DESTINATION ONTARIO

**\$893
MILLION**

visitors
participating in
cycling activities
spent in Ontario



Due to COVID-19 in
2021, there was a
continued upswing
in cycling, cycle
tourism and travel
in Ontario

\$575

is the average
amount spent
per trip by cyclists
(vs \$217/trip by
non-cyclists)

72%

of cycling visits
were overnight
visits (compared
to 36% by
non-cyclists)



Cyclists spend
large on food and
beverage and
accommodations
at overnight
destinations

6.5

nights is the
average stay
by cyclists
(vs 3.9 nights by
non-cyclists)



Huge increase
in travel within
Ontario as
domestic travel
remains
a preference

*Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2018; 2021 Readers Survey.

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

PROVEN PRINT AND DIGITAL PRESENCE

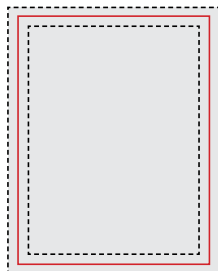
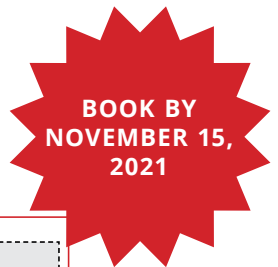
HOW WE SUCCESSFULLY DISTRIBUTED 35,000 PRINT COPIES IN 2021

- › **CROSS CANADA** Inserted 9,500 copies in April/May issue of Canadian Cycling Magazine to all subscribers, 54% outside of Ontario
- › **QUÉBEC MARKET** Polybagged 7,000 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, bike stores and partners across Ontario
- › **DIRECT MAIL** Unprecedented early demand for direct mail fulfillment, mailed to over 2,300 individuals in Ontario, Canada and USA
- › **PROMOTION** Guide promoted through all Ontario By Bike's communication channels and by partners including Destination Ontario

HOW WE REACHED THOUSANDS OF CONSUMERS ONLINE IN 2021

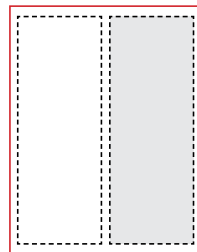
- › **DIGITAL HOSTING** Downloadable and digital versions featured on OntarioByBike.ca resulted in over 18,000 digital views
- › **EMAIL MARKETING** Guide and content promoted through consumer e-newsletter 9 times/year, each reaching 16,200 subscribers monthly
- › **SOCIAL MEDIA MARKETING** Content promoted through Ontario By Bike's social media platforms and via marketing campaign supported by Destination Ontario
- › **PARTNER OUTREACH** Partners shared and hosted the guide through various online channels
- › **FEATURED WEBSITE PLACEMENT** Graphic and link from OntarioByBike.ca homepage and all webpages, averaging over 63,000 monthly pageviews (June – Sept)

Print Advertising Partnership Options

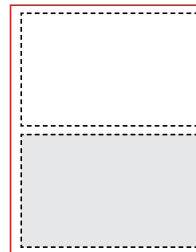


FULL PAGE
8.375" (w)
x 10.875" (h)

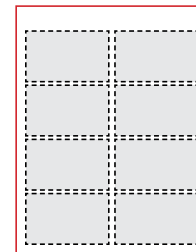
FULL PAGE BLEED
8.625" (w)
x 11.125" (h)



1/2 PAGE VERTICAL
3.63" (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 | \$4,100 |
| Premium Full Page Inside Front or Back Cover | \$3,650 |
| Full Page | \$3,300 |
| Half Page | \$2,100 |

RECOMMENDED FOR BUSINESSES OR EVENTS*

| | |
|------------------------|--------------|
| 1/8 Page (Marketplace) | \$900 |
|------------------------|--------------|

* 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 if files less than 10MB.
- › Alternately, upload files onto a file sharing program and email link to info@ontariobybike.ca (e.g. Dropbox or Google Drive).
- › Translation services available upon request.

SUBMISSION DEADLINE December 6, 2021

2022 ONTARIO BY BIKE EVENT PARTNERSHIPS

BOOK BY
NOVEMBER 15,
2021

Currently a number of large shows are scheduled to proceed for 2022, and cycling events are expected to resume following regulations as required.

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 2022, 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

Partnership price \$1,500 (plus HST)*

—Your destination showcased at the Montreal Bike Show (Salon du velo) from February 25 – 27, 2022

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

Partnership price \$1,000 (plus HST)*

—Your destination showcased at the Ontario Cycle Tourism Information Centre at (4) Ontario shows / events in 2022

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

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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 engaged community looking for up to date content about cycling in the province.



AVG. MONTHLY WEBSITE STATS

63,000
page views*

35,000
sessions*



27,000
visitors
(users)*



92%
of site visitors
from Canada

DATABASE AND NEWSLETTER

16,300
opt-in
subscribers



44%
avg. open-rate



19%
avg. click-thru rate

BLOG AND SOCIAL MEDIA

2,410
blog reads on OBB
site (avg.)



7,382
Facebook
followers



4,045
Instagram
followers

*Average monthly June 2021 – September 2021

View Past Blogs & Content Partnerships:
OntarioByBike.ca/Blog



PHOTOGRAPHY BY MARTIN LORTZ/GREAT LAKES WATERFRONT TRAIL

2022 ONTARIO BY BIKE DIGITAL ADVERTISING

BOOK BY
NOVEMBER 15,
2021

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 – 1120px X 180px
- › Located on homepage and across all pages¹
- › Up to 3 banners on rotation

Skyscraper Banner

- › Skyscraper Ad Dimensions – 350px X 450px
- › Located on website across all pages, except homepage¹
- › Up to 3 banners on rotation

Featured Event Banner

- › Ad Dimensions & Fitted to Page – 1120px X 180px
- › 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.

¹ Excluding special program pages as advised by Ontario By Bike

E-NEWSLETTER ADVERTISING

Leaderboard Banner

- › Ad Dimensions & Fitted to Page – 1120px X 180px
- › Placement – Below first and second article section break
- › 2 spots available per newsletter
- › Above industry average open and click-thru rates

CONTENT PARTNERSHIPS

Blog Posts Featured on OntarioByBike.ca*

- › Written by partner or Ontario By Bike
- › Inclusion in e-newsletter
- › Social media broadcasts promoting blog
- › 2 featured blogs per month
- › Administration of blog, e-newsletter and social media broadcasts
- › Administration of subsequent consumer inquiries
- › End of campaign reporting

*Inquire about custom content development for placement on your website, using Ontario By Bike for influencer marketing campaigns

Leaderboard (Homepage)



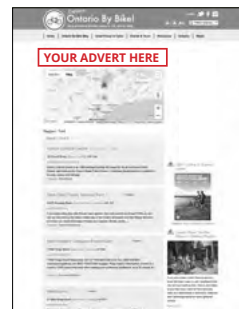
Skyscraper



Featured Event



Leaderboard



E-newsletter Advertising



Blog Post



Inclusion in E-newsletter



Social Media Broadcast



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ONTARIO BY BIKE MARKETING PARTNERSHIPS 2022 PURCHASE ORDER

General Contact Information

Name of Organization / Business:

Mailing Address:

City: Province: Postal Code:

Authorized Contact Person: Contact Email: Contact Telephone:

Marketing Partnership Options*

PRINT ADVERTISING PARTNERSHIPS

| | |
|---|---------|
| <input type="checkbox"/> Premium Full Page Outside Back Cover | \$4,100 |
| <input type="checkbox"/> Premium Full Page Inside Front or Back Cover | \$3,650 |
| <input type="checkbox"/> Full Page | \$3,300 |
| <input type="checkbox"/> Half Page | \$2,100 |
| <input type="checkbox"/> 1/8 Page (Marketplace) | \$900 |

EVENT PARTNERSHIPS **

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

DIGITAL ADVERTISING PARTNERSHIPS

Leaderboard Banner Advertising

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

State month preferences in order

Featured Event Leaderboard Banner Advertising

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

State month preferences in order

Skyscraper Banner Advertising

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

State month preferences in order

E-Newsletter – Leaderboard Banner Advertising

| | |
|---|-------------------|
| <input type="checkbox"/> June – September | @ \$350/broadcast |
| <input type="checkbox"/> March – May | @ \$300/broadcast |
| <input type="checkbox"/> February & October | @ \$250/broadcast |

State month preferences in order

CONTENT PARTNERSHIPS

Blog Content From Partner

| | |
|--|--------------|
| <input type="checkbox"/> April – September | @ \$900/post |
| <input type="checkbox"/> All other months | @ \$700/post |

State month preferences in order

Custom Blog Content Development by Ontario By Bike***

| | |
|--|----------------|
| <input type="checkbox"/> April – September | @ \$1,300/post |
| <input type="checkbox"/> All other months | @ \$1,100/post |

State month preferences in order

SUBMISSION DEADLINE Book 2022 print advertising partnerships before the **November 15, 2021** 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

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
- Use the advertisement copy from 2021
- Translation services needed (\$0.31/word + HST)*

* Up to 110 words. Rate decreases for text over 110 words

To Place An Order

For more information and to place an order contact:

Peter McMurtry, Project Coordinator or Louisa Mursell, Executive Director
Ontario By Bike / Transportation Options
Tel: 416-827-2774 / 1-866-701-2774
Email: info@ontariobybike.ca
www.OntarioByBike.ca / 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)