LAKE SUPERIOR CIRCLE TOUR

ADVENTURE GUIDE

ADVERTISING INFORMATION

EXPLORE Lake Superior

ADVERTISING OPPORTUNITIES

Print ads in the Lake Superior Circle Tour Adventure Guide, being a part of the Ale Trail or Java Journey, the Stamp Program, Web Listings, banner ads and blog packages on LakeSuperiorCircleTour.info

Call
807-889-1589

LAKE SUPERIOR CIRCLE TOUR

Email
info@superiorcountry.ca

LakeSuperiorCircleTour.info

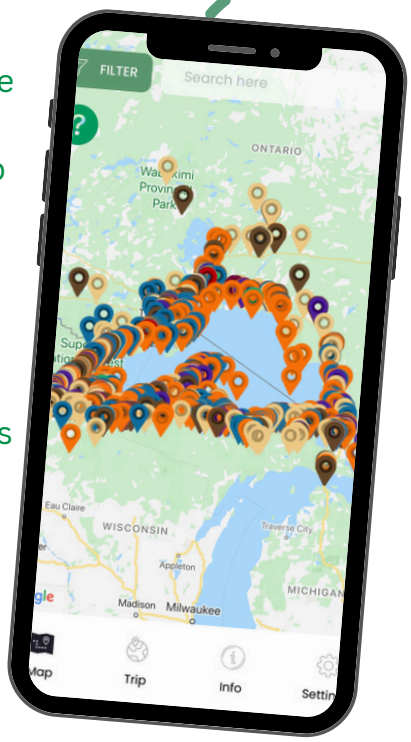
The role of this website is to create awareness of the Lake Superior Circle Tour as a world-class self touring route. The main goals of this site are to generate Lake Superior Circle Tour Adventure Guide orders, and to increase the usage of the Lake Superior Circle Tour Online Trip Planner. While outbound clicks to stakeholders is still a secondary goal the website contains information on over 1,300 attractions, accommodations, activities, and so much more. All of which can be filtered by the user and further sorted based on accessibility requirements such as: Wheelchair Accessible, Motorcycle Accessible, Pet Friendly, RV Accessible, and more. Superior Country has utilized both pay-to-play and free-to-play models to determine which items are listed on the site.

2024 KEY PERFORMANCE INDICATORS

USERS	529,789
SESSIONS	664,063
PAGE VIEWS	1,126,456
AVG TIME ON SITE	2:33
OUTBOUND CLICKS	39,374

Lake Superior Circle Tour Mobile App

The Lake Superior Circle Tour Mobile App was launched in September 2021 and is available through both the Apple App Store and Google Play Store. As with the LakeSuperiorCircleTour.info website, the mobile app is available in English and French. The app serves travelers as a Lake Superior Trip Planner.



The content on the app is pulled directly from the trip planner on the website and contains information on over 1,300 attractions, accommodations, activities, and more. All of which can be filtered by the user and further sorted based on accessibility requirements such as: Wheelchair Accessible, Motorcycle Accessible, Pet Friendly, RV Accessible, and more.

Digital advertisements were utilized with direct links to app downloads. In addition to digital ads, a pop-up would appear for anyone using the LakeSuperiorCircleTour.info trip planner on a mobile device encouraging them to download the app.

KEY PERFORMANCE INDICATORS

APPLE DOWNLOADS	28,916
GOOGLE DOWNLOADS	14,418

Lake Superior Circle Tour Adventure Guide

The Lake Superior Circle Tour Adventure Guide contains information on communities and attractions around Lake Superior. Up to **80,000** copies are printed annually with a readership of over 360,000. It contains great resources such as a Campground List, a Map, Distance Chart, Border Crossing Information and much more. It also features the Lake Superior Ale Trail and Java Journey, and the Stamp Program which allows travelers to collect stamps around the lake to earn a Lake Superior Circle Tour Certificate of Completion.

DISTRIBUTION

The Lake Superior Circle Tour Adventure Guide is distributed and made free to travelers all around Lake Superior. Print distribution is staggered throughout the year to ensure no copies are wasted and that each copy gets into the hands of potential travelers. Typical distribution is split with 75% in the U.S. and 25% in Canada. Travelers can also download and/or order a printed copy of the guide from the website

REFERRALS

When a traveler orders a printed copy of the Lake Superior Circle Tour Adventure Guide, they complete a short survey on their potential travel intentions. They are also given the ability to have their email and answers shared with our Circle Tour Advertisers to acquire more information from stakeholders around the lake. As an advertiser you can receive these referrals!

TOTAL DISTRIBUTION	UP TO 80,000

2024 KEY PERFORMANCE INDICATORS

ONLINE ORDERS	5,396
REFERRALS	2,853

LAKE SUPERIOR CIRCLE TOUR ADVENTURE GUIDE

STARTING FROM $575

- Up to 80,000 copies printed
- Distributed around the Lake Superior Circle Tour through many Travel and Welcome Centers, businesses, and strategically placed magazine racks
- **Online version** of the guide can be downloaded by travelers for free on LakeSuperiorCircleTour.info
- **Printed copies** can be ordered by travelers online for a small fee
- Free online mapped location on LakeSuperiorCircleTour.info
- Free advertisement design available upon request

STAMP PROGRAM

- Travelers are required to visit a stamp location to collect a stamp in order to receive their **Lake Superior Circle Tour Certificate**
- Each participating stamp location receives one stamp and one posters which advertises them as a stamp location
- **Stamp sheet** is available to travelers in the guide and on LakeSuperiorCircleTour.info
- Stamp locations given first-choice standing for the following year

**Stamp locations must meet guidelines set by Superior Country. First come first served basis with limited locations available. For additional details please contact Superior Country*

MINIMUM OF FULL-PAGE ADVERMENT REQUIRED

JAVA JOURNEY

$195

- Featured within the Lake Superior Adventure Guide's Lake Superior Java Journey page
- Java Journey available as an online download and within the Lake Superior Circle Tour Adventure Guide
- Receive a paragraph description and hyperlink on the **Java Journey Blog**
- Free online mapped location on LakeSuperiorCircleTour.info Map and Trip Planner

ALE TRAIL

$195

- Featured within the Lake Superior Adventure Guide's Lake Superior Ale Trail page
- Ale Trail available as an online download and within the Lake Superior Circle Tour Adventure Guide
- Receive a paragraph description and hyperlink on the **Ale Trail Blog**
- Free online mapped location on LakeSuperiorCircleTour.info Map and Trip Planner

MAPPED ON LAKESUPERIORCIRCLETOUR.INFO

$575 or Free with Print Advertisement

- Your location pinned on the LakeSuperiorCircleTour.info **online map**
- Users will be able to add your location to their planned trips
- Your location to appear within appropriate location and accessibility filters
- Up to 1,000-word description of your location
- Your contact information (address, phone, email, social media links)
- A hyperlink to your website (or URL of your choice)
- Up to 5 photos and 1 video of your location

LAKESUPERIORCIRCLETOUR.INFO BANNER AD

$300

- Banner advertisement placed on LakeSuperiorCircleTour.info for 1 year
- Advertisement to be within random rotation that reloads on multiple pages
- Free design of banner advertisement if requested

LAKESUPERIORCIRCLETOUR.INFO BLOG PACKAGE

$1,000

- Development and/or posting of a 900 to 1,200 word article
- Up to 6 photos and 1 video featured within article
- Appropriate hyperlinks placed throughout article
- Posted onto **LakeSuperiorCircleTour.info/blog** indefinitely to take advantage of all future website visitors
- Article posted on **Lake Superior Circle Tour Facebook Page** and **Group**
- $200 of total price put towards advertising your article, over 7 days, through the Lake Superior Circle Tour Facebook Page
- Advertisement report upon completion of the 7 days

Order your copy of the Lake Superior Circle Tour Adventure Guide today!

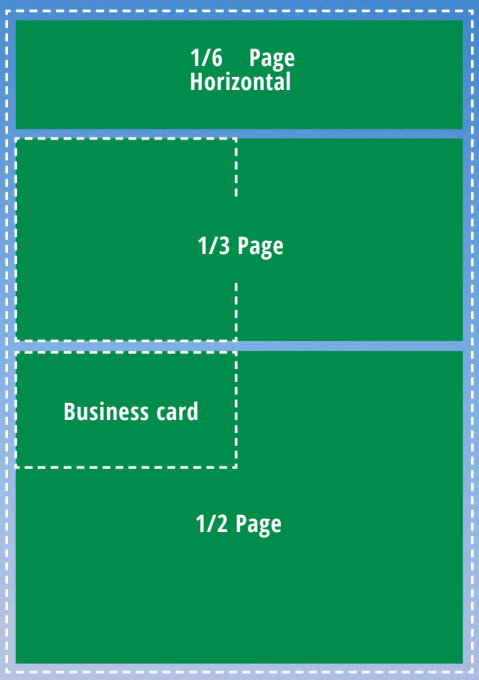
BANNER AD EXAMPLE - 1176 x 145 px

Lake Superior Circle Tour Adventure Guide

Advertising Deadline: November 1st	Artwork Deadline: November 15th

	Cost	Advertisement Size	Width	Height
	$195	Lake Superior Ale Trail Listing	N/A	N/A
	$195	Lake Superior Java Journey Listing	N/A	N/A
	$575	Business Card	3.5″	2″
	$1,035	1/6 Page – Horizontal	7.0″	1.5″
	$1,035	1/6 Page – Vertical	3.5″	3.125″
	$1,725	1/3 Page	7.0″	3.125″
	$2,300	1/2 Page	7.0″	4.875″
	$3,995	Full Page Advertisement	8.0″	10.75″
	$4,500	Cover Page Advertisement	8.0″	10.75″

**All print ads come with FREE Online Mapped Location on LakeSuperiorCircleTour.info*



LakeSuperiorCircleTour.info

	Cost	Package
	$575	Online Mapped Location (one year) – Free with Print Advertising
	$300	Online Banner Advertisement (one year)
	$1,000	Lake Superior Circle Tour Blog Package ($200 of total spent on social media advertising)

Artwork Selection

	Advertiser will Provide New Artwork
	Advertiser selects to use same artwork as previous year
	Advertisers chooses to have the Lake Superior Circle Tour Adventure Guide Design Artwork

**If choosing to have your artwork designed photos, editorial, and other relevant information must be provided no later then November 1st*

Business Name:

Contact:

Email:

City: Prov: Postal Code:

Website:

P: ( )_____ - _____

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