



2020 Lake Ontario Offshore Racing Guide



- Providing racers and cruises with Opinions, Resources and Insight
- Providing advertisers with an audience of Racers, Cruisers and Boating Enthusiasts
- Presented as an 8½ x 5½ inch 80+ page glossy full-colour booklet
- Available at major Yacht Clubs, Marinas, Chandlerys and Regattas around Lake Ontario
- Paid ads include digital exposure through multiple Social Media channels during LOOR events

ADVERTISING & SOCIAL MEDIA RATES

GUIDE PAGE POSITION	AD SIZE W x D	RATE	INCLUDES SOCIAL MEDIA EXPOSURE
• Outside Back Cover	5 ½" x 8 ½" + bleed	\$1,800.	3 blog posts, 4 social media specific posts
• Inside Back Cover	5 ½" x 8 ½" + bleed	\$1,500.	2 blog posts, 3 social media specific posts
• Inside Front Cover	5 ½" x 8 ½" + bleed	\$1,500.	2 blog posts, 3 social media specif posts
• Full Page	5 ½" x 8 ½" + bleed	\$1,200.	1 blog post, 3 social media specific posts
<i>* Please leave a 1/8" (0.125") total bleed (1/16" (0.0625") for each side)</i>			
• Half Page Horizontal	4 ½" x 3 ¾"	\$750.	2 social media specific posts
• ½ Page - Vertical	2 ¼" x 7 ½"	\$750.	2 social media specific posts
• ⅓ Page - Horizontal	4 ½" x 2 ½"	\$525.	1 social media specific post

AD PLACEMENT/SPACE DEADLINE FRIDAY JANUARY 10, 2020

FINAL ADS DUE - FEBRUARY 3, 2020

Print version available and distribution begins April 6, 2020

To book advertising space or sponsorship:

Mark Searle at sponsorship@loor.ca

Ad production inquiries:

Anna Bourgeois at bourgeoisgraphics@gmail.com

Editorial marketing inquiries:

Steve Singer at marketing@loor.ca

Additional social media advertising opportunities:

Louisa Sonosky at louisa@parkermedia.ca



ACCEPTABLE PRINT FILES

PRESS READY HIGH RESOLUTION PDF, JPEG is preferred. All ads must be created to the exact size specifications as listed and labeled accordingly. Photo Images must be 300 DPI/133 LPI, CMYK or grayscale, EPS or TIFF format for MAC. Low resolution jpegs and gifs designed for web sites ARE NOT ACCEPTABLE for print. Material accepted via email or other transfer options i.e.: WeTransfer or Dropbox. Quotes can be provided for custom ad production if required.

Ad rates do not include applicable taxes.



PLUS++ SOCIAL MEDIA = GET NOTICED

- Daily Reach 5,505 • Avg. Weekly Reach 14,328 • Engagement 61,618 • Total Reach 24,846
- LOOR Newsletter Subscribers 1086