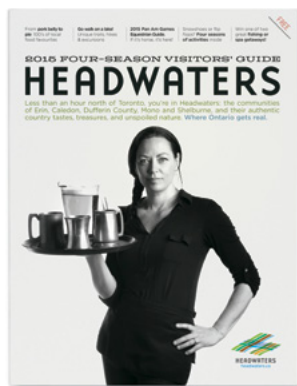
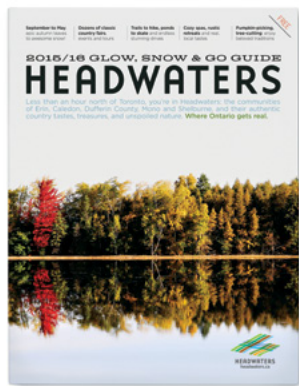


2018 Four-Season Visitors' Guide

Headwaters is being recognized far and wide – make sure you are part of the story by advertising in the 2018 Four-Season Visitors' Guide.



Key Benefits

- The region's only out-of-market publication, inviting visitors from across southern Ontario to visit Headwaters
- An award-winning, year-round consumer lifestyle, travel & business directory, showcasing the best of Headwaters!
- 80,000 copies distributed through the *Globe & Mail*, at Ontario Tourism Information Centres and throughout the Headwaters region
- Capitalize on the over 876,000 visitors coming to Headwaters every year

2018 Advertising Rates

Standard Ad Sizes	Partner Pricing (<i>Leading with the Best</i>)	Non-Partner Pricing
Enhanced Listing (8 per page)	\$350*	\$600
Quarter Page	\$1,200	\$1,600
Half Page	\$1,850	\$2,500
Full Page	\$3,200	\$4,000

Premium Ad Sizes	Partner Pricing (<i>Leading with the Best</i>)	Non-Partner Pricing
Outside Back Cover	\$5,250	\$7,000
Inside Front/Back Cover	\$4,750	\$6,000
Page 4	\$4,000	\$5,000
Page 6	\$4,000	\$5,000

* Special enhanced ad pricing only available if paid in full at the time of LWB purchase or renewal at time of booking.

* Only one (1) enhanced ad is available per LWB partnership. Additional enhanced ads for LWB partners can be purchased at a rate of \$425.

Accolades

“Love it! So beautifully art-directed. Wonderfully written. Love the humour big and small. You subscribe to my theory: there is an opportunity hiding inside everything.”

**Terry O’Reilly, Under the Influence
(CBC Radio)**

“I now look for your Guide in my Globe & Mail every year. I wasn’t sure that it could get much better, but this year you have outdone yourself. The wrought iron piece of art that you showcased makes me want to get in my car this very moment and come for a visit.”

David P, Toronto

“I recently came across the recent edition of the Headwaters Visitor Guide. We are putting together a thank-you gift for a group we are hosting and I wondering if it is possible to get 40 copies of your visitor guide for our thank-you gift. It is Ontario/Canada themed and we think this would be the perfect addition.”

Pamela R, Sky Service, Toronto

“I just wanted to give you an example of how effective the new Headwaters Visitors’ Guide has been for me. One of my paintings was featured in the Alton Mill Arts Centre ad. Within days of

distribution a reader in Toronto saw the ad and made an inquiry about the painting. She drove up from the city specifically to see that painting and bought it. Thanks for all you do to promote Headwaters.”

Mark Grice, Alton Mill Arts Centre

“Just a note to tell you that your publication is really excellent. The graphics, layout, humour, photos, etc. I don’t generally write to people who send me advertising but this is outstanding. Your team has done an excellent job and I thought you might appreciate hearing it from an unbiased consumer, with no axe to grind.”

Michael P, Toronto

“What a great magazine! It kept me reading from cover to cover. It’s fun and also beautifully designed. Fortunately we’re just a short drive away from the places you bring to life in your magazine. Not far for a visit at all.”

Victoria F

“The day that the Guide was launched we received an inquiry about what we have to offer at the farm. The other immediate response was a weekend resident of the area who had never been in before and after seeing the guide dropped by same day to check out the shop. I was thrilled

with that response and suspect many others now have us on their radar. Thank you for a publication that is edgy, innovative and brilliantly presented.”

Jill Johnson, Woodfield Farm, Mulmur

“I picked up the Headwaters Four-Season Visitors’ Guide which I read with great interest and if you see the publishers tell them that I think it has to be one of the very best that I have ever seen in my travels around Ontario and Canada. I think my wife and I will need to plan a visit this fall not just drive through on our way somewhere else.”

Gord D.

“Just spent time with the new Headwaters guide that arrived with my G&M this week. Truly a fantastic job! Everything about it is classy and above all distinctive. I can’t wait to wave it at my Toronto friends...”

Ken W. (Caledon)

“Looks like you’ve knocked it out of the park, again! Had the brief pleasure this morning of viewing your publication via a colleague who received it in her morning Globe. Any chance you could ship me a half dozen so that I can drool all over my own copy, and share?”

Kathy M. (Toronto)

Sample Enhanced Listings

Sally's Sanctuary



Relax in the luxurious aquatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest treatments!

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Camp-o-rama Campground



Set in the hills of Humquatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest lie on the beach.

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Bella's Country Bakery



Enjoy quatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest today.

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Fleischman's Fishing Tournament



Join in on the fun quatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui kids 5 - 11!

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Pick Your Own Flower Market



The aroma of quatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest await your senses.

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Peter's Pumpkin Patch



Pick quatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest today.

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Ranger Rick's Riding Ranch



Giddy up quatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest also offered.

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

Chez Headwaters Restaurant



Experience quatet et de voluptinctem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatiatem fugia a volup tio. Ipit, que cus eicidusam veliqui scilla volenest today.

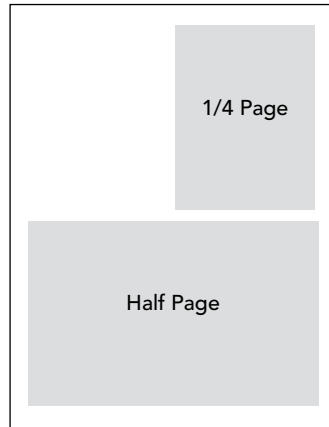
123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

2018 Four-Season Visitors' Guide

Ad Sizes



Full Page (full-bleed)
Trim Size: 8.375" x 10.875"
With Bleed: 8.675" x 11.125"



Half Page (no bleed)
7.375" x 4.625"

1/4 Page (no bleed)
3.5625" x 4.625"

Enhanced Listing

Sally's Sanctuary



Relax in the luxurious aquatet et de voluptincem ellit, sinctur saectis minctat dolupt atem eosam exernatquia voluptatur, occus qui veliqui oditatem fugia a voluptio. Ipit, que cus eicidusam veliqui scilla volenest treatments!

123 Bank Street, Tastyville
(519) 123-4567
chezheadwaters.ca

(Enhanced listing above not to scale. See sample page.)
Book your Enhanced Listing now at headwatersb2b.ca

Ad Artwork - Accepted Formats

Press quality PDF, Photoshop TIF, Illustrator 10/CS EPS (all fonts converted to outlines). Black type is to be black only. No 4 colour black type. Files to be supplied CMYK, 300dpi at 100%.

Advertisements are subject to the approval of design and content by the publisher. All ads positioned at the discretion of the publisher.

Artwork can be sent to:
headwaters@sendtodropbox.com.

Important Details

Artwork deadline: February 12, 2018

Publication distribution: May 2018

- All display advertisers receive a complimentary Headwaters.ca online directory listing

To book your advertisement or for more information about marketing opportunities please contact: sales@headwaters.ca

Awards and Recognition

CANADIAN TOURISM AWARDS

- WINNER - Visa Canada Innovator of the Year Award (2016) - *Headwaters Parade of Horses*
- FINALIST - Fairmont Hotels & Resorts Marketing Campaign of the Year (2016) - *"Where Ontario Gets Real" campaign*

ONTARIO TOURISM AWARDS OF EXCELLENCE

- FINALIST - Tourism Print Collateral Award (2017) - *Headwaters 2016 Four-Season Visitors' Guide*
- WINNER - Tourism Marketing Campaign Under \$25K (2016) - *Headwaters: Where Ontario Gets Real brand launch*
- WINNER - Tourism Print Collateral Award (2016) - *Headwaters 2015 Four-Season Visitors' Guide*
- WINNER - Tourism Innovator of the Year (2016) - *Headwaters Parade of Horses*

ECONOMIC DEVELOPERS' ASSOCIATION OF CANADA - MARKETING CANADA AWARDS

- WINNER - Brand Identity (2017) - *Headwaters: Where Ontario Gets Real*

ECONOMIC DEVELOPERS' COUNCIL OF ONTARIO - AWARDS OF EXCELLENCE

- WINNER - Regional & Cross-Border Collaboration (2017) - *Headwaters: Evolution of a Centre of Equine Excellence Through Regional Collaboration*
- WINNER - Best Publication (Print or Electronic) (2017) - *Headwaters 2016 Four-Season Visitors' Guide*
- WINNER - Best Publication (Print or Electronic) (2016) - *Headwaters 2015 Four-Season Visitors' Guide*
- HONOURABLE MENTION - Collaboration & Partnership Awards (2017) - *Headwaters Parade of Horses - Pan Am Legacy Project*
- TWO-TIME FINALIST - Lieutenant Governor's Award for Marketing Excellence (2017):
 - *Headwaters 2016 Four-Season Visitors' Guide*
 - *Headwaters: Evolution of a Centre of Equine Excellence*

REGIONAL & COMMUNITY RECOGNITION

- WINNER - Dufferin Board of Trade Community Service Award (2015) - *Headwaters Tourism*
- WINNER - Town of Orangeville Arts & Culture Event of the Year (2015) - *Headwaters Parade of Horses*