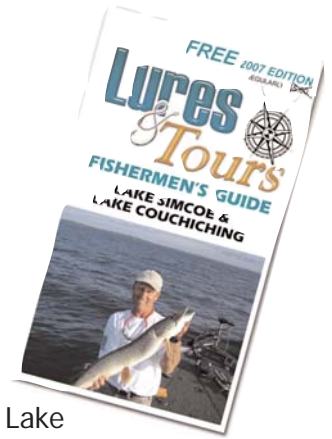




Destination Guide "The Dynamic Duo"

Lake Simcoe and Lake Couchiching



Sport fishing accounts for over \$100 million of the economy around Lake Simcoe and Lake Couchiching. That's a very large part of the total tourism revenue. Lake Simcoe and Lake Couchiching are "go to" fishing destinations and Lures and Tours has quickly become a preferred resource guide for travelers and local residents. Why? Because finding what you want is simple and fast. The Lures and Tours concept is simple: To connect people to your business and highlight the services you provide via "THE DYNAMIC DUO" of the Lures and Tours Web Site and Pocket Size Guide Booklet.

THE WEB SITE

A comprehensive directory of businesses and local services, organized both by their location around the lakes and by what they have to offer.

Benefits for business and visitors include:

- Easy to use category and sub-category menus.
- Search and Find matching listings quickly by entering one or two words in the Search box.
- Expandable, detailed listings reduce page browsing.
- Listings are in a familiar web page format that includes your images, essential information about your business, plus live links to your own existing website and e-mail.
- Online Weather Conditions & Marine Reports.
- Seasonal Ice Fishing & Boating Reports.
- Fresh content that attracts return visitors.
- New listings are featured on the home page.

THE POCKET SIZE GUIDE BOOKLET

The other part of our Dynamic Duo, the booklet provides visitors with the essential information at all times in a convenient format.

Display ads are listed in the popular directory format:

- Organized by geographic zones and business categories, all in alphabetical order and with an index.
- GPS coordinates are included for each listing – a hallmark of the Lures and Tours commitment to sportsmen and travelers.
- Contact information for essential services is indexed.
- We also include fishing guidelines, regulations and maps to refer to at your fingertips.
- The Lures and Tours pocket booklet is sized right (3.75" x 6.5") for the pocket, purse or tackle box.
- Quarterly printed inserts feature the newest listings and fresh up-to-date information.

WHO LISTS WITH LURES AND TOURS?

Accommodations – Restaurants and Entertainment – Fish Hut Rentals – Professional Fishing Charters and Guides – Marinas – Bait & Tackle – Rental and Repair Shops – Boat Launches and Parking – Campsites – Gas Stations – Pharmacies – Dentists – Chiropractors – Food Markets – and every other service of interest to fishermen.



WHY LIST WITH LURES AND TOURS?

Because your listing goes where the fishermen are. We let them know the services you provide, where to find you and how to contact you. Being seen in Lures and Tours says you are "Fishermen Friendly" and you welcome the lucrative business tourism brings to the lakes.



HOW OFTEN IS THE GUIDE PRINTED?

The Pocket Size Guide Booklet is a yearly publication. In addition an insert is printed quarterly and added to the booklet. This insert features all new listings and up-to-date information. The most current booklet information is always available for download from our website.



SIGN UP IS SIMPLE

A one-year listing starts at \$195.00 plus GST (\$206.90)
See the reverse side to learn what you get for your money ... (contact our office for the complete price list)

WHAT HAPPENS WHEN YOU LIST WITH LURES AND TOURS?

A deposit of \$195.00 + GST (\$206.90) is required.*

- Within 48 hours of receiving your deposit and information about your business, your directory listing will be created and added to our website Business Directory. As a new listing your business name will be placed on the home page of Lures and Tours, with a link directly to the ad describing your business.
- You will be contacted by Lures and Tours to request that you proof your new directory listing for accuracy.
- The size of your printed ad can be determined at any time before October 15, 2007.

** If other arrangements are made with your Lures and Tours sales consultant, it must be done in writing on the agreement form and signed by both parties.*

WHAT VALUE DO YOU RECEIVE WITH YOUR WEBSITE LISTING?

- Your business name and location is added to the New Listings on the front page of Lures and Tours. A quick link next to the name goes directly to your website listing in our Business Directory.
- Your listing is designed with standard website features including:
 - Your logo, photos and graphics
 - Contact information (address, phone/fax, e-mail)
 - Business information you provide: product lists, menus, hours of operation, services, etc.
 - Live links to your e-mail address and to your existing business website, if you have one.
 - **We place keywords in the page so your business is included when a visitor uses our Search feature**
 - We will be happy to take pictures at your business to include in your advertising.
 - Images and logos that need improvement can be enhanced by our in-house designer.
- Your business is placed in multiple directory categories if you provide more than one service, eg. :
 - a motel with a restaurant > 1) Accommodation & 2) Food, Places to Eat
 - a marina with ice hut rentals > 1) Marinas & 2) Ice Hut Operators
- Your website listing can be updated throughout the year, **at no additional cost to you**, eg.
 - changes to your hours of operation, contact information, menus or pricing.
 - specials, event dates, miscellaneous new information you want added or changed.

ANYTHING ELSE?

OUR COMMITMENT TO THE LAKES:

We participate actively in business and government initiatives that are interested in this region and value what it has to offer to both citizens and tourists.

OUR COMMITMENT TO YOU:

Lures and Tours is proactive in its approach to servicing business and tourism. We like to learn about your business and make a visit to see what makes you unique. The more we know, the more we can work together on improving your exposure.

OUR COMMITMENT TO THE SPORT FISHERMEN

The Lures and Tours pocket guide is distributed free of charge through information centres across Ontario and from the businesses listed in the directory. It is also available to anglers in the United States.

*I will be visiting your area soon. Please call me to answer your questions or to request your own copy of the booklet.
Yours sincerely,*

Rosa Sharpe, cellphone **905-251-5624**
Sales and Marketing

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