



Sport Fishing Directories

Lake Simcoe and Lake Couchiching

Kawartha Lakes

Coming in 2009 – Bay of Quinte

The essential link that ties consumers to your business

The Lures & Tours concept is simple: To connect people to your business and showcase the services you provide, via "The Dynamic Duo" of the Lures & Tours website and our unique pocket sized booklets. The compact size of the booklets is a key ingredient to their retention. They are so handy to keep in pockets, purses, vehicles and tackle boxes. They are full of useful information for residents, travelers and particularly of value to recreational anglers.

Expert articles on fishing; angling tips & conservation notices.
Contacts for emergency and government offices.
Event calendar, conversion tables, tourism centre information.
Licence Issuers locations and pages of ads and listings for:

Accommodations

Bait & Tackle Shops

Fish Hut Operators

Fishing Charters and Guides

Major Events and Brand Sponsors

Marinas, Parts, Rentals, Repairs

Professional Services

Restaurants & Entertainment

Fishing Product Manufacturers and Distributors

The website includes our graphical directory with even more information from our advertisers. Every listing is like a mini webpage, individually tailored to the client and at their request, updated with fresh information at no additional cost:

Location Photographs

Menus and Specials

Your listing can be customized to display Flash content (video & animation)

Product Descriptions & Photos

Directions and Maps

Lures & Tours goes beyond the "phone book" style of website directory by creating each listing page according to each advertiser's needs. ***You can stand out with imagination.***

VISIBILITY

The booklets are stocked at all Ontario Travel Information Centres, regional tourism and Chamber of Commerce offices, Bass Pro Shops and with our advertisers. Lures & Tours is actively involved with provincial and regional tourism committees. We sponsor angling clubs; promote fishing events both for competition and public awareness — and we maintain links with numerous fishing industry stakeholders directly and through website cross promotion.

WHO DO YOU FIND ON LURES & TOURS?

Our reputation as dedicated promoters of sport fishing to benefit communities is continually growing. We are proud to be affiliated with organizations like these:



THE BENEFITS OF ADVERTISING WITH LURES & TOURS:

- Your listing is designed as a webpage within our online website directory:
 - Your logo, photos and graphics (we have decades of experience with photography and design)
 - Contact information (address, phone/fax, e-mail, your website)
 - Information about your business: product lists, menus, hours of operation, services, etc.
 - The words in your page are found with our Search feature
 - Live links to your e-mail address and to your existing business website,
 - You can advertise your webpage to others with a "friendly URL", eg. www.luresandtours.com/mystore
This is handy if you do not have your own website and want to point customers to your listing.
- Your business is placed in multiple categories if you provide more than one service, eg.
 - You run a motel with a restaurant > 1st) Accommodation & 2nd) Food & Restaurants
 - You run a marina with ice hut rentals > 1st) Marinas & 2nd) Ice Fishing
- Your website listing can be updated throughout the year, **at no additional cost to you**. For example:
 - changes to your hours of operation, contact information, menus or pricing.
 - specials, event dates, or miscellaneous new information you want added or changed.

*** *Having a special event or sale? We'll highlight it on other high traffic pages in our website.*
- Display ads in the booklets are designed or reproduced from your artwork to your satisfaction.
You will be contacted before the press deadline to approve the design.
- Throughout the year, booklets are taken to fishing events, seminars and sporting shows where we exhibit.
We are active in seeing that your ads are continually part of the Lures & Tours involvement in tourism.
- Lures & Tours' website listings are frequently in the first 10-20 returns from Google related to fishing in the areas we cover; in other words, directly to your own listing based on what you offer.

OUR COMMITMENT TO YOU:

Lures & Tours is proactive in serving businesses interested in sportfishing tourism. We like to learn what makes your business unique. The more we know, the more we can work together on getting results. The pocket size booklets are supplied to all our advertisers and to the large organizations with a role in fishing and tourism in your area.

OUR COMMITMENT TO THE LAKES:

We take an active role in business and government committees that are directed at ensuring healthy environments for sportfishing and that foster responsible tourism and business activities.

Call to request the 2009 Price List for advertising options.

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