



**Connect your business to Muskoka's most valuable audience.**

**Advertise in the MLA's online and print media.**

Representing more than 2,200 members and their extended families, the Muskoka Lakes Association is Canada's oldest cottagers' special-interest group, and your direct access to a highly desirable target audience for your products or services.

The MLA serves its members through advocacy, environmental monitoring and community building, all focused on stewardship of cherished Muskoka lands and waterfront and their protection from irresponsible development.

We're more than seasonal visitors. Many members maintain significant, lifelong investments in Muskoka — through their properties, their support for local businesses, and through their donations to vital community services.

We communicate regularly with our members in online and print channels that generate serious engagement for advertisers, including impressive opening and click-through rates on the digital media. The MLA can take your message to our members three ways:

**NewsBites:**

a curated monthly email digest delivering timely news on issues and concerns. A quick read that keeps members up-to-date.

**NewsBites advertising opportunity:**

a banner ad at the top of the message. \$300 per month

**Shorelines:**

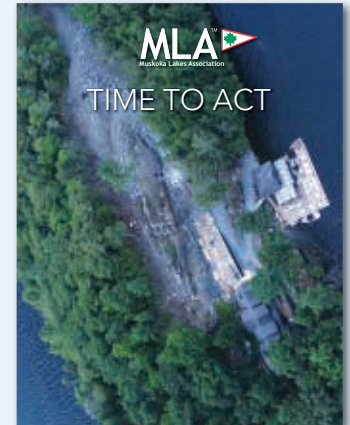
a quarterly newsletter, with longer articles, including those on development and local politics, analysis, and a mini-feature on an innovative local business.

**Shorelines advertising opportunity:**

all ads are one quarter of a page. \$425 per issue; \$1,500 for four consecutive insertions.

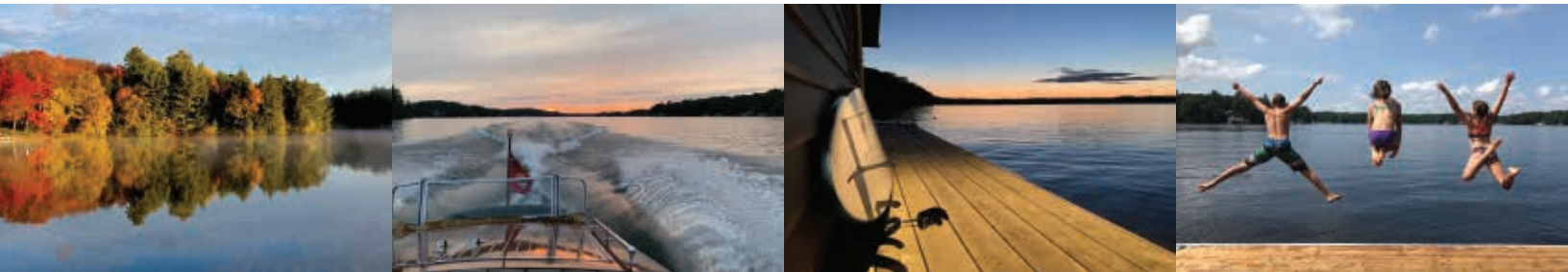
**Muskoka Lakes Association Yearbook 2023:**

our flagship publication arrives mid-spring, and has an extended shelf life beyond the summer season. In fact, many members keep their Yearbooks from year to year, and some families even for generations — a permanent record of their history in Muskoka. Our members use their Yearbooks to connect with friends at the lake or at home, to find reputable local suppliers and, to access government services. MLA staff always recommend Yearbook advertisers when asked for referrals.





# Muskoka Lakes Association 2023 Yearbook Advertising Options



## SEPARATE INSERT

Provide your own brochure or message to be mailed with the yearbook and receive placement of 1/6 page colour ad in the editorial section of the Yearbook at no additional cost.

Up to 20 grams: \$1,870

21 to 60 grams: \$2,100

61 to 120 grams: \$2,200

121 to 200 grams: \$2,625

200 + grams: Custom pricing based on actual weight

## YEARBOOK AD

<b>FULL PAGE</b> 8 1/2 X 11"	<b>2/3 PAGE</b>	<b>1/2 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>	<b>1/3 PAGE</b>	<b>1/6 PAGE</b>
8 1/2 X 11" B/W \$1,125 COL \$1,685	4 7/8 x 9 3/4" B/W \$965 COL \$1,450	4 7/8 x 7 1/2" B/W \$765 COL \$1,155	4 7/8 x 7 1/2" B/W \$765 COL \$1,155	2 3/8 x 9 3/4" B/W \$470 COL \$790	4 7/8 x 4 3/4" B/W \$470 COL \$790	2 3/8 x 4 3/4" B/W \$275 COL \$515

<b>1/6 PAGE</b>
4 7/8 x 2 3/8" B/W \$275 COL \$515

PREMIUM POSITIONS		
<b>OUTSIDE BACK</b> 8 1/2 X 11"	<b>INSIDE BACK</b> 8 1/2 X 11"	<b>INSIDE FRONT</b> 8 1/2 X 11"
8 1/2 X 11" COL \$5,100	8 1/2 X 11" COL \$3,825	8 1/2 X 11" COL \$4,460

When you advertise in the Muskoka Lakes Association Yearbook, you will also receive a complimentary listing in the Advertisers Directory — in the category of your choosing — so that members can locate your business in the book. For even quicker reference, you can include your business telephone number in the Directory, for an additional charge of \$25.00

Please submit digital press-ready files by email to: [artwork@abengraphics.com](mailto:artwork@abengraphics.com)

For all advertising or promotional inquiries, please contact: Erla McCaig - General Manager • [erla@mla.on.ca](mailto:erla@mla.on.ca) • 705 765 5723