

An Epic Motorcycle Journey



2024 MEDIA KIT

Ride Lake Superior

ridesuperior@gmail.com • ridelakesuperior.com

1-800-263-2546 • 705-254-4293





Ride Lake Superior Map

WHY PURCHASE AN AD?

The Ride Lake Superior Map provides detailed information on rest stops, attractions, and repair shops along the route. The purpose of the map is to help riders plan their trip around Lake Superior. New for 2025, is now the opportunity for motorcycle friendly businesses to advertise on a map that has been in market for over 10 years and is a recognized brand for consumers. The 2025 Ride Lake Superior Map (Over 10,000 copies) will be distributed to the following:

DISTRIBUTION HIGHLIGHTS

- Ontario Travel Information Centres
- Visitor Information Centres around Lake Superior
- Ride Partners and online requests
- US Markets (OH, NY, MN, MI, WI, IL, IN)
- Motorcycle Dealerships around Lake Superior
- Toronto International Motorcycle Show

2025 ADVERTISING RATES

Rates for Ride Lake Superior Map. *HST applies & in CAD.

AD SIZE	DIMENSIONS	RATES
1/4 panel	3.5" W x 1.85" H	\$400.00
1/2 panel	3.5" W x 4" H	\$650.00
Full panel	4.25" W x 8.75" H	\$1,150.00
Inside panel	4.25" W x 8.75" H	\$1,500.00





Ride Lake Superior Website

The Ride Lake Superior website promotes the epic ride around Lake Superior which includes motorcycle friendly attractions, accommodations, fuel, restaurants, rest stops and repair. This website is intended to help riders plan their ride. The website has seen consistent traffic year over year and digital marketing campaigns are conducted during the booking season January to March. The Ride Lake Superior website will be relaunched in 2024 with an updated look, advertising opportunities and easier navigation to plan the next ride around Lake Superior.



2023-24 WEBSITE STATS

TOTAL SESSIONS	46K	TOTAL USERS	38K	TOTAL PAGEVIEWS	104K
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2024-25 WEBSITE ADVERTISING RATES

Current advertising rates for the Ride Lake Superior website. *HST applies. **Rates are in CAD.**

WEBSITE AD SIZE	TIME FRAME	RATE
Footer Banner Ad (825px by 160px)*	Full Year	\$1,250.00
Home Page Box Ad (360px by 165px)*	Full Year	\$450.00
Subpage Box Ads (265px by 150px)*	Full Year	\$350.00



Marketing Initiatives

CONSUMER TOUCH

Ride Lake Superior is represented at the Toronto International Motorcycle Super Show on an annual basis. Each year we promote Ride Lake Superior as a bucket list destination for riders. The engagement level is high and many riders stop and pick up a map and ask any questions that they have about the ride. Last year over 1,500 Ride Lake Superior Maps were distributed to consumers attending the show.



DIGITAL ADVERTISING

Ride Lake Superior goes into market during January through March. During this time social and SEM campaigns are conducted on Google, Facebook and Instagram. These digital campaigns are to encourage riders to take the ride around Lake Superior and generate conversation on social media and awareness on the SEM. Engagement on the ads are consistent each year and provide quality leads to the website.



2023-24 CAMPAIGN RESULTS

RIDE SUPERIOR
VISITATION

26K

TOTAL
IMPRESSIONS

357K

TOTAL
ENGAGEMENT

8.1K



2025 Ride Lake Superior Map Contract

TEL: 705-254-4293 • ridesuperior@gmail.com

ADVERTISING RATES

SIZES	RATES	REPEAT AD	CHANGES TO AD	NEW AD
<input type="checkbox"/> 1/4 Panel 3.75" W x 1.85" H	\$400.00	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
<input type="checkbox"/> Half Panel 3.75" W x 4" H	\$650.00	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
<input type="checkbox"/> Full Panel 4.25" W x 8.75" H	\$1,150.00	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
<input type="checkbox"/> Inside Panel 4.25" W x 8.75" H	\$1,500.00	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
ADDITIONAL INFO:		<input type="checkbox"/> * \$50.00 - Fee for NEW Ad Development.		

Name of Business: _____

Contact Name: _____

Address: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Method of Payment

Cheque (Payable to Algoma Kinniwabi Travel Association)

*Interac e-transfer (**Canada Only**) to info@algomacountry.com

Credit Card: MasterCard VISA AMEX Other _____

Cardholder Name _____

Credit Card #: _____ Expiry Date: _____ CSV _____

TERMS & CONDITIONS

- Closing dates: **September 1st, 2024**. Advertising Space is limited.
- Any changes or cancellations must be received in writing prior to the closing date.
- **All prices in CAD Funds**. No refunds will be issued after the closing date.
- HST (13%) must be added. Cheques must be made payable to Algoma Kinniwabi Travel Association.
- Signed contracts must be sent by email to cory@algomacountry.com or faxed to **705-254-4892**
- The publisher reserves the right to adjust these prices at any time. All contracts will be honoured.

I agree to the terms and conditions specified in this agreement.

Authorized Signature

Date Signed



Website Advertising Contract

WWW.RIDELAKESUPERIOR.COM

TEL: 705-254-4293 • ridesuperior@gmail.com

Website Advertising Rates *Rates in effect in Jan 2024. Ad spaces limited. All prices in CAD Funds.

FOOTER BANNER AD (825px by 160px) (every page)	
TIME FRAME	RATE
<input type="checkbox"/> Full Year	\$1,200.00+HST
<input type="checkbox"/> 6 Months	\$600.00+HST

HOME PAGE BOX AD (360px by 165px)	
TIME FRAME	RATE
<input type="checkbox"/> Full Year	\$450.00 +HST
<input type="checkbox"/> 6 Months	\$300.00 +HST

SUBPAGE BOX ADS (265px by 150px) (3 Subpages)	
TIME FRAME	RATES
<input type="checkbox"/> Full Year	\$350.00 +HST
<input type="checkbox"/> 6 Months	\$200.00 +HST

WEBSITE ADVERTISEMENT TERM	
TIME FRAME	DATE
Start Date	
End Date	

All ads will appear across all devices (Mobile, Tablet & Desktop) ad sizes are based off desktop version. Limited Space.

Contact Information

Name of Business: _____

Contact Name: _____

Address: _____

Phone: _____ Toll Free: _____

Email: _____ Website: _____

Method of Payment

Cheque (Payable to Algoma Kinniwabi Travel Association) *Interac e-transfer (**Canada Only**) to info@algomacountry.com

Credit Card: MasterCard VISA AMEX Other _____

Cardholder Name _____

Credit Card #: _____ Expiry Date: _____ CSV _____

I agree to the terms and conditions specified in this agreement.

Authorized Signature

Date Signed