

Visit THUNDER BAY

2027 EXPERIENCE MAGAZINE ADVERTISING OPPORTUNITIES

TBAY
ON

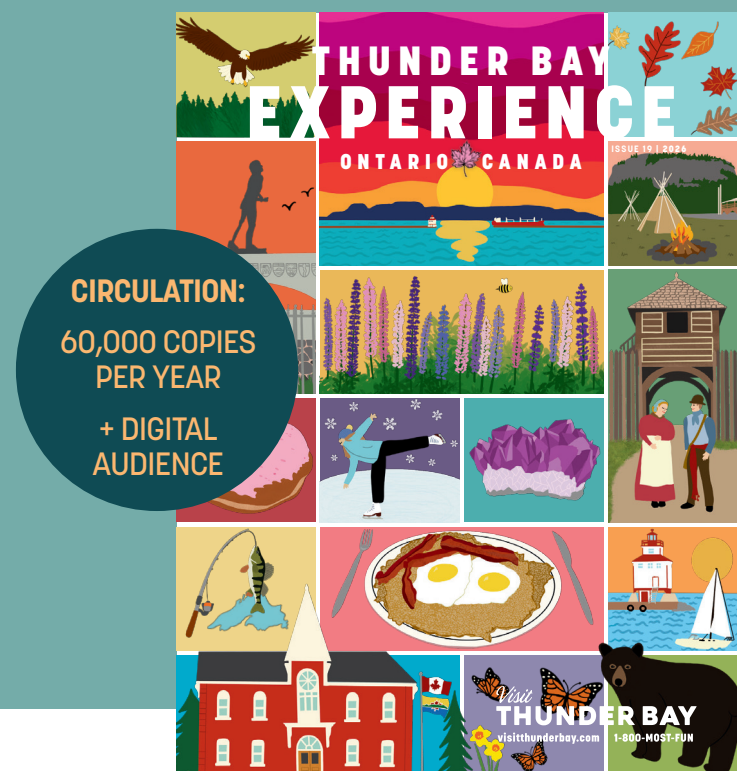
PHOTO Credit: Kay Lee

DEADLINE FOR ORDERS IS
OCTOBER 12, 2026

Details & Order Form are Enclosed

FOR MORE INFORMATION
ASHLEY PUGH – SALES COORDINATOR, GENERATOR
(807) 629-3079 | ASHLEY@GENERATORAD.COM

THUNDER BAY'S OFFICIAL VISITOR GUIDE



DISTRIBUTION

SELECT ACCOMMODATIONS, ATTRACTIONS, DINING, SHOPPING,
TRANSPORTATION OUTLETS, VISITOR SERVICE & INFORMATION
ESTABLISHMENTS THROUGHOUT:

- The City of Thunder Bay and nearby Townships
- Hwy 11/17 East Route
- Hwy 11/17 West Route
- South U.S. Hwy 61 Route
- Duluth, Minnesota
- Accredited Visitor Information Centres nationally and throughout the U.S. Midwest
- Direct distribution to Conference & Sport attendees
- Physician, Student, New Business & Relocation candidates
- Direct Mail Fulfillment to a global market

Distribution is subject to Canada/US border regulations

AD SIZES AVAILABLE	WIDTH	HEIGHT	EXPERIENCE MAGAZINE
Inside Front Cover*	7.875"	10.5"	\$4,092
Inside Back Cover*	7.875"	10.5"	\$4,092
Back Cover*	7.875"	10.5"	\$4,475
Full Page	7.875"	10.5"	\$3,227
1/2 Page (Horizontal)	6.75"	4.5"	\$1,863
1/2 Page (Vertical)	3.25"	9.4"	\$1,863
1/4 Page (Vertical)	3.25"	4.5"	\$1,070
1/6 Page (Horizontal)	6.75"	1.5"	\$518
1/8 Page (Horizontal)	3.25"	2.175"	\$260

NOTE: TRIM SIZE IS 7.875" X 10.5" – FOR FULL PAGE ADS WITH BLEED, ADD A .125" BLEED ON ALL SIDES TO THE TRIM SIZE . A TYPE SAFETY MARGIN OF 0.25" MUST ALSO BE INCLUDED ON ALL SIDES.

*Only 1 space available.

RETURNING PRICES

THESE PRICES WILL BE AVAILABLE TO ORGANIZATIONS THAT HAVE ADVERTISED IN THE GUIDE WITHIN THE LAST TWO YEARS (2025 & 2026 PUBLICATIONS)

NOTE: In order to receive bundled pricing, your ad size must not decrease from previous years. No additional design work is included in the prices listed.

ADDITION AD	SIZING	RETURNING COST	NEW-ADVERT COST
Website Ad	445x270 px	Included	\$200

DEADLINE FOR AD SALES
OCTOBER 12, 2026

**CAMERA-READY ADS DUE
OCTOBER 27, 2026**

IN MARKET
JAN 2027

IN CIRCULATION FOR
1 YEAR



Prices listed are for AD SPACE ONLY and include Harmonized Sales Tax. Camera-ready artwork to be supplied by the Advertiser. Creative Design services, if required, are extra. Payment for your purchase due March 31, 2026. See Terms & Conditions on Order Form.

Photo Credit to Non Stop Destination