



Advertising Opportunities With the MLPOA

Details, Standards, and Guidelines

About the Moira Lake Property Owners Association

The Moira Lake Property Owners Association (MLPOA) represents over 220 waterfront households dedicated to protecting the health and enjoyment of Moira Lake. Incorporated as a non-profit in 1993, the MLPOA works year-round to preserve the lake's natural beauty through education, advocacy, and stewardship programs.

Our initiatives — from water quality monitoring to shoreline restoration and community events — are supported by members, volunteers, and local partners who share a passion for sustainable lake living.

In 2024, we re-invigorated our outreach to members with a new website, monthly news bulletins, an expanded presence on social media, and a revamped Annual Newsletter. We are now reaching out to members of our local community to garner support for our efforts.

Visit our website for more information on the MLPOA: www.moiralake.org

Why it matters to you: Advertising with the MLPOA connects your business with a trusted local network that values environmental responsibility and community support.

Our Communication Platforms

We have several different ways to reach our member base. All of which could be employed by our advertisers. All of which have a professional look and feel.

- **Website** (www.moiralake.org): Our website is a comprehensive repository of all things about the MLPOA and our activities. It is the central hub for news, reports and resources.

During peak season the website typically reaches over 550 views per month.

In 2026 we will be adding a dedicated Sponsor's page showcasing all organizations supporting the MLPOA with links to their website or social media.

- **Monthly news bulletins:** We keep members informed about lake updates and new initiatives. Our email bulletins have covered topics as wide ranging as Ice Safety to Septic System Best Practices.

These bulletins reach ~250 subscribers per issue. They achieve an average open rate of ~70% well above industry average — reflecting the strong engagement of our community.

- **Annual Newsletter:** Our annual newsletter provides members with highlights of the year; key initiatives, upcoming projects, financial updates, and more.

It is distributed both in print and online each May.

In 2025, the online edition achieved an impressive ~69% open rate and a ~37% click-through rate — both well above industry averages.

- **Social Media:** We have recently boosted our social media presence and are expanding our following through contests, updates, and community stories.

Advertising Options

We have developed a straightforward menu of Advertising options.

Package	What's Included	Term	Rate
Gold: All-in-one	• A business card size (3.5" x 2") listing on our website sponsor's page, with up to ~40 words of descriptive text and a link • Mentions on our social media platforms • A business card ad with a link in our annual newsletter • This package provides comprehensive visibility to Moira Lake residents, guests, and seasonal visitors	12 months	\$150

Package	What's Included	Term	Rate
Silver: Website Sponsors Page Only	- A business card size listing on our website sponsor's page, with up to ~40 words of descriptive text and a link - Targeted, year-round exposure.	12 months	\$100
Bronze: Newsletter Only	A business card size ad with a link in our annual newsletter (digital and print)	Per issue	\$75

Why Advertise with the MLPOA?

Advertising with the Moira Lake Property Owners Association (MLPOA) connects your business with a loyal, high-value audience of lakefront residents, cottagers, and visitors who are deeply invested in the health and enjoyment of Moira Lake. Each summer, thousands of tourists, anglers, and vacationers visit the lake and the Town of Madoc for boating, fishing, dining, and recreation — many of whom rely on local businesses for goods, services, and experiences. MLPOA's website, newsletter, and social media platforms reach both residents and seasonal visitors, helping your business stay visible to everyone who enjoys the lake.

Moira Lake property owners alone collectively spend more than **\$13.8 million annually** in the local economy — on home improvements, services, dining, recreation, and supplies (FOCA/Avaanz Economic Impact Report, 2022; MLPOA analysis). When combined with strong seasonal tourism, the economic impact and purchasing power of the Moira Lake community represent a valuable market for local businesses.

By advertising with MLPOA, you're not simply buying ad space — you're aligning your brand with a respected local organization known for stewardship, integrity, and collaboration. Your message appears across multiple high-engagement channels — our website, newsletter, social media, and events — ensuring visibility where people live, visit, relax, and spend.

Sponsors benefit from meaningful, community-minded visibility and from being recognized as local partners who support the long-term well-being of Moira Lake.

In short, advertising with MLPOA helps your business stand out — and stand for something.

Next Steps

Getting started is simple — we'll guide you every step of the way.

1. Review our advertising options and choose the placement or bundle that best fits your goals.
2. Contact your MLPOA representative or use our Association email at moira.lake.poa@gmail.com.
3. We'll take it from there and work out all the details with you.

If you'd like to discuss ideas or tailor a package to your business, we'd be happy to help. Let's work together to promote your business — and protect the lake we all value.

Appendix 1: Advertising Eligibility and Standards

To protect fellow advertisers' reputations and the MLPOA's credibility and non-profit mission, advertisers must meet the following criteria:

Eligible Advertisers:

- Local businesses, service providers, or organizations that contribute positively to the Moira Lake community or environmental stewardship (e.g., contractors, landscapers, marinas, local shops, realtors, restaurants, etc.).
- Government agencies or conservation partners.

Not Accepted:

- Politically affiliated content or endorsements.
- Tobacco, alcohol, cannabis, gambling, or adult content.
- Businesses or products that harm the lake ecosystem (e.g., unregulated herbicide use, wake-enhancing devices).

Content Standards:

All ads must be factual, non-deceptive, and in good taste. The MLPOA reserves the right to reject or remove any advertisement at its discretion.

Appendix 2: Branding and Design Guidelines

To maintain professionalism and visual consistency across all MLPOA communications, advertisers are expected to adhere to the following design and branding principles:

Visual Identity:

- Advertisements should maintain a clean and professional appearance that aligns with the overall look and feel of MLPOA communications. Designs should be clear, legible, and visually consistent with a community and nature-oriented setting. MLPOA reserves the right to request reasonable adjustments if an ad's style or presentation could detract from the readability or tone of our materials.
- Whenever possible, ads should use high-resolution logos or graphics (minimum 300 dpi for print and 72 dpi for digital).
- Ads should be legible on both desktop and mobile screens.

Ad Sizes and Formats:

- **Business Card Ads:** Standard size approximately 4.0" x 2" (landscape), (384 x 192 pixels), or 2" x 4.0" (portrait), suitable for newsletter or website placement. Business card ads must be submitted in PDF, JPEG, or PNG format. Alternatively, a clean and clearly printed physical card suitable for scanning is acceptable. Up to ~45 words of descriptive text may accompany a business card ad.
- **Website:** PNG or JPEG format preferred.
- Animated, flashing, or auto-playing media will not be accepted.

Style and Tone:

- Messaging should reflect the community spirit of Moira Lake—friendly, professional, and environmentally responsible.
- Use of the MLPOA logo is restricted to authorized partnership placements and must not imply endorsement.
- All sponsored content must include a clear label such as “*Sponsored by*” or “*Community Partner Feature*.”

Submission Requirements:

- Artwork and text must be provided in final, publication-ready form by the advertiser unless agreed otherwise in advance. If you don't have production ready artwork, we can work with you to create it.
- Minor layout adjustments may be made by MLPOA to ensure compatibility with the platform.
- Ads will be proofed by the MLPOA assistants prior to publication.

Technical and Accessibility Standards:

- Ads must comply with basic accessibility standards, including clear contrast, readable fonts, and descriptive alt text where possible.
- File size should not exceed 2 MB for web or 5 MB for newsletter submissions.