



# FREELANCER GUIDELINES

Tourism North Bay is a not-for-profit, industry-led association that represents the tourism industry in North Bay. We build partnerships with industry members and work to increase visitor awareness about the community.

Our content marketing efforts are divided into four strategic categories or “Pillars”

- **Nature & Adventure**
  - Angling
  - Hiking, biking, paddling, camping, etc.
  - Skiing, snowboarding, snowshoeing, and dogsledding.
  - Etc.
- **Touring & Motorsports**
  - Auto & RV Touring
  - Snowmobile, motorcycle, and ATV touring
  - Boating
  - Etc.
- **Urban Attractions, Culture, & Sport**
  - Arts
  - Festivals and special events
  - Indigenous cultural experiences, and francophone cultural experiences
  - Etc.
- **Culinary**
  - Breweries
  - Veganism
  - Restaurants
  - Etc.

## THE NORTHERN PORTAL

Tourism North Bay publishes content on [The Northern Portal](#) which is an initiative of [Destination Northern Ontario](#).

The Northern Portal is a magazine style website that feature’s articles about the writer’s experience in Northern Ontario, and in particular; North Bay. The articles should be resources for visitors who are planning trips, with specific references to businesses throughout the North Bay region.

We are currently accepting pitches for the following types of content:

- Region or Activity Features
- Special Events
- Listicles
- Photo Essays
- How To’s
- Historical Features (no longer than 1,000 words)



## WORD COUNT

Stories for both the Northern Portal and the Travel Blog are typically between 600 and 800 words.

## STYLE

Aim for a casual, personal, and evocative writing style. Imagine you're telling a good friend about your unique experiences in North Bay—keep the tone conversational and accessible.

Your stories will be edited for clarity, grammar, Canadian spelling, and punctuation. Our go-to guides are The Canadian Press Stylebook, The Canadian Press Caps and Spelling, and The Canadian Style: A Guide to Writing and Editing.

## PHOTOGRAPHY AND VIDEOS

Please provide high-resolution photographs whenever possible.

If the photos are not your own, please provide the appropriate photo permissions requirement.

Writers are encouraged to share links to relevant YouTube videos to supplement their stories.

## RIGHTS

Any story sold to Tourism North Bay belongs to Tourism North Bay and may not be reproduced anywhere else on the web or in print. In some rare cases, we will allow stories to be republished in print, but this is entirely at our discretion. Any story sold to Tourism North Bay will be posted on the Northern Portal or in a TNB publication, along with the publication of any story, TNB will require a headshot and a short author bio (max 100 words).

Photos provided with the story are not covered by the same agreement. You may use your photos however you see fit, unless otherwise stipulated and agreed to.

Videos are negotiated on a case by case basis; however, we generally require a copy of the raw footage if we are paying for the production of the video. TNB usually relies on the content creator to host the video on their own channels unless the video is created specifically to be hosted on TNB channels.

## GUEST BLOGGING

We do accept guest blogs and review these requests on a case-by-case basis. All guidelines for Travel Media as listed on this page apply.

Please email Trevor Beard at [communications@tourismnorthbay.com](mailto:communications@tourismnorthbay.com) if you are interested in pitching a guest blog.