



BECOMING A TOWN CRIER LOCATION

Town Crier is a unique advertising channel for Muskoka that allows you to reach potential customers who are already downtown. It is built on a free public wifi network that is jointly hosted by local businesses and available to visitors.

How does it work?

First, we will work with you to make sure your existing internet package is robust enough to handle being a Town Crier location.

20 mbps download speed (50 mbps or more recommended)

Unlimited Data (all service providers are required to offer this as a package option)

Next, a technician will arrange to come to your location and install the hardware. The wifi router is the size of a tissue box and needs one power outlet and one cable to run to your modem. We will provide all of the hardware. The installation will typically take about an hour.

How much does it cost?

Beyond your existing internet package, there's no additional cost to being a location. There are two optional services that we recommend:

For \$100/year, we will provide a weekly report by email on the wifi traffic at your location (age, gender, time of day, etc).

If you wish to advertise on Town Crier, you can become an Advertiser (see Advertiser handout).

I want to be an Town Crier wifi location. What now?

Contact Graham Porter at The Network to arrange for a meeting.

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