



*The Brainerd Lakes Area Chambers of Commerce and Charter Media have teamed up to create a collaborative marketing campaign to promote the Brainerd Lakes area with a consistent advertising message.*

### **Participating businesses will receive:**

#### **Thirty second television advertising schedule**

Promoting the Brainerd Lakes Area. Schedule placed by the Chamber of Commerce throughout Wisconsin and Minnesota coverage area with Charter Media.

13 week flight for 2007. Flight dates/networks TBD. (\$20,000 value)

#### **Video On Demand**

Allows viewers to watch what they want, when they want. It gives a ground breaking opportunity to speak directly to interested consumers with an unlimited amount of compelling, informative and entertaining content. Charter On Demand allows you to reach the right people with content that creates relevancy and delivers your message through direct engagement with the consumer. Unlimited free down loads available to over 317,000 Digital cable HHs

13 week flight for 2007. (\$32,000 value VOD)

#### **Long Form Video Production**

Charter Media has taken every step to make sure your video communication will be seen by thousands of viewers. What your video looks like is just as important. That is why we have partnered with one of the upper Midwest's most exciting production companies. Carlson Media, Inc. Carlson Media will produce a 20-25 minute long form video highlighting **The Brainerd Lakes Area** and all it has to offer (golf, fishing/lakes, BIR, dining, Cuyuna mine pits, Paul Bunyan Trails/Byways summer/winter, water parks, resorts, shopping, Pequot Lakes/Crosslake/Nisswa areas, etc.) Participating businesses will be featured in the video.

20-25 Minute Long Form – DVD Presentation (\$25,000 value)

#### **Charter Media Promotional Commercials to air on 40 cable networks**

**200 MN** Cross Channel ads to air each week in Rochester/Mankato/Owatonna/Rosemount/St Cloud.

**200 WI** Cross Channel ads to air each week in Rice Lake/Ladysmith/Eau Claire/Menomonie/LaCrosse/Madison (\$25,000 value).

All Cross Channel spots will air 6am-Midnight on Cable networks driving viewers to 999 to view the

***Brainerd Lakes Area video!***

**Total Investment:** \$3,000 per Business (Over \$100,000 value)

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_