

Welcome Center Advertising Contract

Reach travelers visiting the Brainerd Lakes Area Welcome Center! Purchase lobby display advertising to promote your business to vacationers, residents, and potential residents.

Advertiser Requirements:

Advertisers are limited to Brainerd Lakes Area Chambers of Commerce member businesses in good standing.

Advertising Rates:

All displays are in lit log cases next to the restrooms in the lobby area of the building which is open 24/7.

12 MONTH OPTION – \$275/mos with a 12 mos contract

6 MONTH OPTION – \$300/mos with a 6 mos contract

Terms: \$500 deposit at contract. Remainder due when ad is displayed.

Contracts are automatically renewed at the end of the contract term. To discontinue advertising, written notice is required prior to the end of the contract term.

Mechanical Specifications:

Full-color posters.

Trim Space: 42" h x 25" w

Visual Space: 40" h x 23.5" w

Ad Design and Production:

Add \$150 total for ad design and production of the poster. Ads may be changed out during the year; design and production charge of \$150 will apply for each change out. Contact Kathy if you wish to supply your own design and/or production.

Total advertisements per wall: 3

Total advertisements in lobby: 6

Reserve Your Ads Today

To reserve your display, please complete the form and follow the instructions on the next page. Ads are sold on a first-come, first-served basis. Submit your order form with a \$500 deposit to guarantee space.

Disclaimer

The distribution and display of advertisements does not constitute an endorsement or recommendation of the product or guarantee the accuracy of the information provided. The Brainerd Lakes Area Chambers of Commerce remains the controlling authority at all times and has the right to remove or disqualify an ad from display at any time for reasonable cause.

Order Form & Billing Information

Advertisers will submit a \$500 deposit to guarantee space, with the remainder invoiced upon placement of the ad. Payment should be made within 30 days upon receipt of invoice. In the event of non-payment of any amounts due under this agreement, your display will be removed and replaced with another advertiser.

Check the advertising placement contract term you desire:

- 12 Month Contract - \$3,300 for one year plus \$150 production
- 6 Month Contract - \$1,800 for six months plus \$150 production

This is a contract between the Brainerd Lakes Area Chambers of Commerce and:

Contact Name _____ Title _____

Business Name _____

Address _____ City _____ Zip _____

Phone _____ E-mail _____

Description of Desired Ad

Please describe what information you would like on the ad, along with any creative direction. Please include photos and logos that should be included, either print photos that we can scan or electronic images. Photos from Web sites do not translate well to print due to their low resolution. *If you would like to provide your own design, please contact Kathy.*

- A check is enclosed for \$500
- Please charge my Visa or Mastercard:
 Card # _____ Expiration: ____/____

Signature _____ Date _____

Submit completed form along with \$500 deposit to:

Kathy Schroeder
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 7393 State Hwy 371
 Brainerd, MN 56401
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kschroeder@explorebrainerdlakes.com