



There's an undercurrent churning in the Lakes area. It's getting bigger and bigger—a swell of good stuff! Get your word out by using the Chamber's promotional e-newsletter, sent every Friday.

## PICK YOUR AD

### \$35 GOOD AD

Includes a logo or graphic image, headline, 25 words of text and a hyperlink.

### \$20 NONPROFIT AD

Includes logo, headline, 25 words and hyperlink to URL.

### \$50 BETTER AD

Includes a logo, headline, subhead, 50 words of text, and the option for an offer button that can hyperlink to a specific URL.

### \$80 BEST AD

Includes a large photo, logo, headline, subhead, 100 words of text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment!

**See next page for specs and sample layout!** 

#### COST STATED IS FOR ONE-TIME AD PLACEMENT.

Date(s) to run (Fridays only) \_\_\_\_\_

Total # of ads to run \_\_\_\_\_ Total Cost \_\_\_\_\_

Company Name \_\_\_\_\_

Authorized Representative \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

Invoice Member

Credit Card Payment  VISA  MasterCard  Amex Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_ ZIP Code \_\_\_\_\_

PAYMENT

Events, promotions & sales are eligible for advertising. Chamber staff will review text for appropriateness and make any editing and/or corrections as necessary. Swell is limited to one promotion per week, per business/organization.

Formatting of ad (text justification, font attributes, etc.) will be up to the Chamber's discretion. Text and graphic/logo must be received by Wednesday at 12 p.m., prior to publication. Graphic files must be emailed in a .jpg format.

A proof will not be provided, so please ensure accuracy of information given.

Your signature confirms your acceptance of all items in this agreement.

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

Email all content for your ad to Sue Galligan: [sgalligan@explorebrainerdlakes.com](mailto:sgalligan@explorebrainerdlakes.com)

Fax this contract: 218.829.8199 | Email this contract: [sgalligan@explorebrainerdlakes.com](mailto:sgalligan@explorebrainerdlakes.com)

**Swell** promotional e-newsletter is sent every Friday. Ads must be submitted by Wednesday prior to run date.

**BEST AD = \$80**

Large photo .....680 x 390 pixels (max. width)  
 Logo .....175 x 90 pixels (max. width)  
 Headline .....Up to 10 Words  
 Subhead .....Up to 8 Words

100 words of supportive text.  
 Option for an offer button that can link to a specific URL.

**BETTER AD = \$50**

Logo/Graphic.....200 x 115 pixels (max. width)  
 Headline .....Up to 9 Words  
 Subhead .....Up to 8 Words

50 words of supportive text.  
 Option for an offer button that can link to a specific URL.

**GOOD AD = \$35**

Logo/Graphic.....200 x 125 pixels (max. width)  
 Headline .....Up to 5 Words

25 words of supportive text.  
 Option for a hyperlink to a specific URL.

**NONPROFIT AD = \$20**

Logo/Graphic.....200 x 125 pixels (max. width)  
 Headline .....Up to 4 Words

25 words of supportive text.  
 Option for a hyperlink to a specific URL.

**Swell** Member Events, Promotions & Other Good Stuff

**Christmas in Crosby** December 3, 2014 4-7 p.m.  
**FUN FOR THE WHOLE FAMILY!**  
 This is the **BEST** ad. This ad costs \$80 and includes a large photo, logo, headline, subhead, 100 words of text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment!  
**WHO:** Cuyuna Lakes Chamber of Commerce  
**WHAT:** Christmas in Crosby  
**WHERE:** Hallett Memorial Park  
**WHEN:** 4-7 p.m.  
**WHY:** Because Santa is coming to town!  
 Cost is \$0, FREE to the public. Come out and enjoy the festivities!  
[RSVP NOW!](#)

**Clearance on Winter Boots: 20% off for Chamber Members**  
**STOCK UP FOR NEXT YEAR**  
 This is the **BETTER** ad. This ad costs \$50 and includes a logo or graphic image, headline, subhead, 50 words of text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment! Use code specific codes for tracking!  
[SHOP NOW](#)

**Gear up for Snow at Trailblazer Bikes, Baxter**  
**NEW SNOW, FRESH TRAILS . . . GET OUT THERE!**  
 This is the **BETTER** ad. This ad costs \$50 and includes a logo or graphic image, headline, subhead, 50 words of text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment! Use code specific codes for tracking!  
[GET OFFER >](#)

**CHRISTMAS POINT TRADING CO.**  
 This is the **GOOD** ad. This ad costs \$35 and includes a logo or graphic image, headline, 25 words of text and a hyperlink.  
[Get more info now >](#)

**HOST YOUR NEXT MEETING WITH US!**  
 This is the **GOOD** ad. This ad costs \$35 and includes a logo or graphic image, headline, 25 words of text and a hyperlink.  
[Get more info now >](#)

**IT'S A LOVELY DAY IN THE NEIGHBORHOOD**

**GIVE TO THE MAX!**  
 This space is reserved for nonprofits. Nonprofit rate is \$25. and includes logo, headline, 25 words and hyperlink to URL.  
[Visit Site Now](#)

**NETWORK IT OUT**  
 This space is reserved for nonprofits. Nonprofit rate is \$25. and includes logo, headline, 25 words and hyperlink to URL.  
[Join Now](#)

**BE THE SOLUTION**  
 This space is reserved for nonprofits. Nonprofit rate is \$25. and includes logo, headline, 25 words and hyperlink to URL.  
[RSVP TODAY](#)