



ExploreBrainerdLakes.com | ChamberBrainerdLakes.com

704,600 PAGE VIEWS

183,000 USERS

176,511 BUSINESS DIRECTORY SEARCHES

Based on 2014 Google Analytics

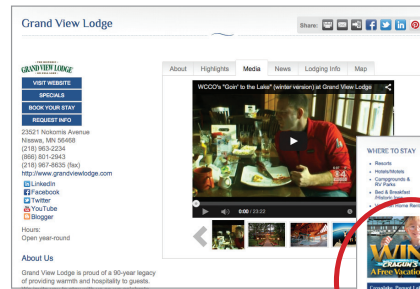
YOU choose your audience. YOU see results.

Drive users to your website, social media sites, special events, open houses or new products. The options are endless. We're glad to present an affordable and valuable advertising vehicle to our members!

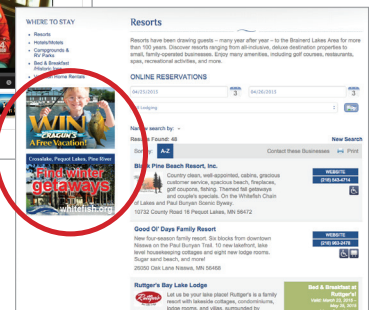
**GOLD PACKAGE WEB LISTING \$240 / YEAR** Annual Contract Required

- Preferred placement in online search.
- Listing randomly sorts toward top of search.
- Promotional description of your business.
- Post unlimited specials.
- Listing in up to three categories online.
- Up to eight images, plus YouTube video.
- Link to specific pages on your website.
- Up to 20 key words for searches.

Start Month: \_\_\_\_\_



Gold Package



Banner Ads

**ExploreBrainerdLakes.com WEB BANNER ADVERTISING \$50 / MONTH, PER SECTION**

Choose advertising section:

- Where to Stay
- Where to Eat
- Where to Meet
- Things to Do
- Premier Pages: Business Directory, Events, Specials, Jobs, Request Info
- About Brainerd Lakes

Start Month: \_\_\_\_\_

**ChamberBrainerdLakes.com WEB BANNER ADVERTISING \$30 / MONTH**

Up to 9 rotating ad spaces available. Sections will include: About the Chamber, Chamber Programs, Business Directory, Workforce & Education, Government Affairs, Marketing, Jobs and Chamber Event Calendar.

Start Month: \_\_\_\_\_

# ADVERTISING CONTRACT

Gold Package

\$240.00 / Year

\_\_\_\_\_ Subtotal

ExploreBrainerdLakes.com  
Banner Advertising

\_\_\_\_\_ # Categories (previous page)

\_\_\_\_\_ \$50 each/month

\_\_\_\_\_ Subtotal

ChamberBrainerdLakes.com  
Banner Advertising

\_\_\_\_\_ \$30/month

\_\_\_\_\_ Subtotal

\_\_\_\_\_ TOTAL

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

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

Phone \_\_\_\_\_

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

PAYMENT

Invoice Member

Check (Send contract & check to: Paula Davis, Brainerd Lakes Chamber, 224 West Washington St., Brainerd MN 56401)

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

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

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**TERMS AND CONDITIONS** Information on [www.explorebrainerdlakes.com](http://www.explorebrainerdlakes.com) or [www.chamberbrainerdlakes.com](http://www.chamberbrainerdlakes.com).

Advertisers are solely responsible for any information they include within their advertising. The Brainerd Lakes Chamber reserves the right to remove any language deemed to be offensive, misleading, inaccurate, or that in any way is not in the best interest of the Brainerd Lakes Area. The Brainerd Lakes Chamber reserves the right to make final determination of inappropriate advertising, and to edit listings.

**RESPONSIBILITY FOR MONITORING** The Advertiser agrees to be responsible for reviewing their advertising on the websites on a regular basis. Any problems found by the Advertiser must be reported in a timely manner, in writing (email is acceptable) to the appropriate Chamber staff. If a problem is found to have occurred that caused the advertiser to not receive services contracted for, reimbursement for any loss of services will be limited to the specific contract line item and for a maximum of one month prior to the discovery and notification of the Brainerd Lakes Chamber.

**ELIGIBILITY** Only members of the Brainerd Lakes Chamber in good standing are eligible to purchase advertising under this contract. If advertising has been purchased and the business is no longer a member in good standing, their advertisement will be removed from the website(s), and no refund will be provided.

**CONTRACTS AND PAYMENTS** For all advertising on the websites, a written contract and payment in full or contracted payment plan is required before any advertising is activated. Advertising opportunities are available on a first-come, first-served basis.

These terms and conditions are subject to change at the discretion of the Brainerd Lakes Chamber. It is the intent that these Terms and Conditions shall be in force through December 31, 2015.

a. Start Dates and End Dates: All ads start on the first day of the month of the Start Month and end on the last day of the month of the End Month. Advertisers must allow six (6) business days from time of receipt of contract and payment for any ad buy to be activated.

b. Advertising Renewal: Advertisers will receive a renewal notice and contract approximately 60 days prior to the expiration of advertising. The signed contract and payment must be returned at least 15 days prior to the renewal date in order for the advertising to remain active. Advertising renewed after this date will be considered based on availability.

**DISCLAIMER AND DISCRETION** The Brainerd Lakes Chamber cannot guarantee viewer statistics in our advertising sales. The Brainerd Lakes Chamber reserves the right to alter [www.explorebrainerdlakes.com](http://www.explorebrainerdlakes.com) or [chamberbrainerdlakes.com](http://chamberbrainerdlakes.com), including, but not limited to, appearance, navigation, and architecture at any time at its discretion.

For questions, contact:

**HOLLY HOLM**

Welcome Center Manager

218-822-7112

[hholm@explorebrainerdlakes.com](mailto:hholm@explorebrainerdlakes.com)

**ANDREA BAUMANN**

Director of Marketing &

Business Development

218-822-7128

[abaumann@explorebrainerdlakes.com](mailto:abaumann@explorebrainerdlakes.com)

## **GOLD PACKAGE:**

Logon to your account through [chamberlogin.com](http://chamberlogin.com) (if you need login assistance, contact us).

Here you can write your business description, upload photos, logos, video and post specials.

- Photos are best viewed at 600 px wide x 400 px high.

- Logo sizes are set for 150 px wide by 100 px high (large) and 75 px wide x 75 px high (small).

## **GRAPHIC AD PLACEMENT, SPECS, AND CRITERIA:**

- Submit ads to [hholm@explorebrainerdlakes.com](mailto:hholm@explorebrainerdlakes.com). New ads may be submitted no more than monthly.
- Ads may appear as static, animated, or include embedded video links.
- The ad sizes are 230 px wide x 160 px high.
- File sizes no larger than 65k.
- Preferred files include: jpg, png, tif, gif, animated gif.
- Include the URL that should link to the ad when the ad is submitted.
- Members can track ad results through their online login and password at [chamberlogin.com](http://chamberlogin.com).
- The secondary pages within the various sections may change at any time without notice depending on the need for different information.