

2020 Park Rapids Lakes Area Discovery Guide Advertising Contract



The Discovery Guide gives visitors an inside scoop on the Park Rapids Lakes Area. Inside they'll find event dates, lake maps, business directories, lodging guide and area maps. If you're not in next year's edition, you're missing out on an opportunity to reach thousand travelers.

The Discovery Guide is everywhere. We mail them out, send boxes to other Tourist Information Centers and keep them stocked in high traffic areas like the Mall of America and Minneapolis, Fargo, Grand Forks, Bemidji Airports. Visitors pick them up at the Chamber, we hand deliver them to area businesses, other chambers and use it ourselves when people call with questions. It's also available digitally online for those that search out information on mobile and electronic devices.

2019 Discovery Guide Statistics

Printed: 50,000

Requested by phone or Visit Park Rapids website: 1343

Sent through Explore Minnesota Tourism: 753

Sent through Chamber Website: 301

Digital Online views: 2007

Requested by/sent to other Tourist Information Centers: 8800



What Do You Receive?

- Every chamber member receives a basic listing in the membership directory (name, address, phone).
- Each lodging member is included on the accommodations grid (info provided by member).
- Advertising options are available from 1/16 to full page ads (we can also design the ad for you).
- Advertisers who place an ad automatically receive an Enhanced Business Listing in the membership directory (\$90 value)

How Do You Benefit?

- Get front and center with visitors in one marketing piece that showcases the whole area.
- We send the guide out for you, saving you valuable time and energy dealing with addresses, postage and Post Office trips.
- Our Lodging partners place in facilities so our visitors can know what is happening in the area (events, hot spots, etc.).

Important Deadlines & Notes

Only available to Chamber members in good standing. Full payment must be received in order to receive placement.

September 13, 2019 - Early Bird Deadline SAVINGS!

October 18, 2019 - Payment & all ad materials due to ensure placement in the 2020 guide.

Your contact information:

Advertiser _____

Contact Name _____

Address _____ **City** _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **Toll Free** _____

Email _____ **Website** _____

Located on what Lake/River? _____

Display Ad Rates & Sizes

Please check size of your order below...

Premium Positions

<input type="checkbox"/> Inside Back Cover (8-1/4w x 10-3/4h)*	\$3,960 - \$3,564
<input type="checkbox"/> 3/4 Back Cover (8-1/4w x 7-3/4h)*	\$3,960 - \$3,564
<input type="checkbox"/> Full Page (8-1/4w x 10-3/4h)	\$3,235 - \$2,912
<input type="checkbox"/> 3/4 (7-1/4w x 6-11/16h)	\$2,575 - \$2,318
<input type="checkbox"/> 1/2 (7-1/4w x 4-3/8h)	\$1,860 - \$1,674

<input type="checkbox"/> 1/4V (3-1/2w x 4-3/8h)	\$990 - \$891
<input type="checkbox"/> 1/4h (7-1/4w x 2-1/16h)	\$990 - \$891
<input type="checkbox"/> 1/8 (3-1/2w x 2-1/16h) (Lake Index Ad)	\$610 - \$550
<input type="checkbox"/> 1/16 (3-1/2w x 15/16h)	\$460 - \$414
<input type="checkbox"/> EBL (Limit 20 words)	\$120

Early Bird Pricing in Red

Check one

Display Ads

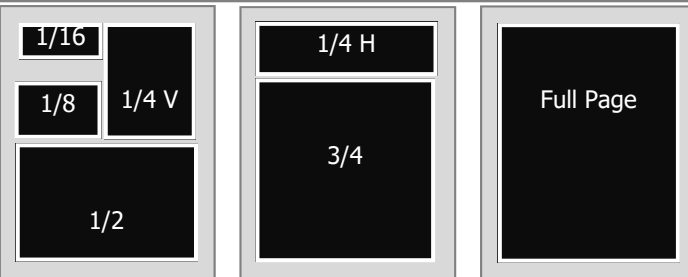
☐ Repeat ☐ Revise ☐ New (Submitted) ☐ New (produced by guide designer)

EBL

☐ Repeat ☐ Revise ☐ New

EBL/Enhanced Business Listing is **FREE** with ad purchase.

Display Ad Sizes



Specifications for advertiser-provided materials

Ads must be provided in;
-Adobe Acrobat (pdf)
-Adobe Photoshop (jpg, 100% size, CMYK 300dpi)
-Adobe Illustrator (eps)

Provide art on CD, DVD or eMail files to:
chamber@parkrapids.com

Production Ad Pricing - (circle)

Heriot Creative, Josh Heriot
New 1/16 - \$60
New 1/8 - \$80
New 1/4 - \$100
New 1/2 - \$140
New 3/4 - \$180
New Full Page - \$240
New Two-page - \$500
Resize up - \$60
Resize down - \$40
Type/index/image swap- \$20
Add Images (photo, logo) - \$40

Lodging Grid

Please review carefully and fill out completely as headings have changed.

Write number of units:

Hotel Rooms.....
Cabins
Tent Camping.....
RV Camping
Seasonal Sites
B&B Rooms
Reunion Style Cabins.....

Color in only those that apply:

- ☐ Open Year Round
- ☐ Pets Welcome
- ☐ Wi-Fi/Internet
- ☐ Cable/Satellite
- ☐ Handicap Accessible
- ☐ Planned Activities
- ☐ Swimming Pool
- ☐ Bicycle Trail Access
- ☐ ATV Trail Access
- ☐ Snowmobile Trail Access
- ☐ Boat/Pontoon Rental
- ☐ Canoe/Bike/Other Rental

EBL

"Enhanced Business Listing" A short description of your business or organization.

20 words or less

Complimentary with display ad purchase or \$120

Important Details

*Production charges apply to revisions. *Production rates apply to new ads created by the guide designer, with payment due upon order.
*Both Premium Position ads have bleeds. For an estimate on new ad design, contact Josh Heriot, heriotcreative@gmail.com

Deadline - Early Bird September 13, 2019

Must be paid in full by due date to receive discount

Space Reservation & Amenities Due: **October 18, 2019**

Ad Materials Due: **October 18, 2019**

Payment Due: **October 18, 2019**

Chamber Membership Required

Your Park Rapids Lakes Area Chamber of Commerce Annual Membership must be paid in full for your ad to appear in the Discovery Guide.

Total Due: \$

Make checks payable to Park Rapids Lakes Area Chamber

Send Reservation, Materials and Payment to:

Park Rapids Lakes Area Chamber of Commerce & Tourism
PO Box 249, 1204 Park Avenue South
Park Rapids, MN 56470
(218) 732-4111 • Fax (218) 732-4112
teresa@parkrapids.com

Advertiser's Signature

This is a legally binding contract.
Signer accepts covenants listed on this document.

To ensure your place in the 2020 Guide all advertising contracts, materials and payments **MUST** be in by the October 18th deadline.