

Swell Contract



Promote your business and reach leaders in our community by advertising in the Swell E-newsletter. This popular weekly publication is read by **more than 3,000** people throughout the Brainerd Lakes Area and is a great way to publicize your business events, sales, and news. Utilize your Chamber membership and let us help you market your business in a way that is engaging, effective, and affordable.

Pick Your Ad

\$25 GOOD AD

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

\$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!

**\$125 IMPACT AD
- Top Placement!**

The same XL size as our Best Ad with exclusive top placement as well as a mention in the email subject line!



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

PAYMENT

Credit Card Payment VISA MasterCard Amex Card # _____

Exp. Date _____ Security Code _____

Name on Card _____ ZIP Code _____

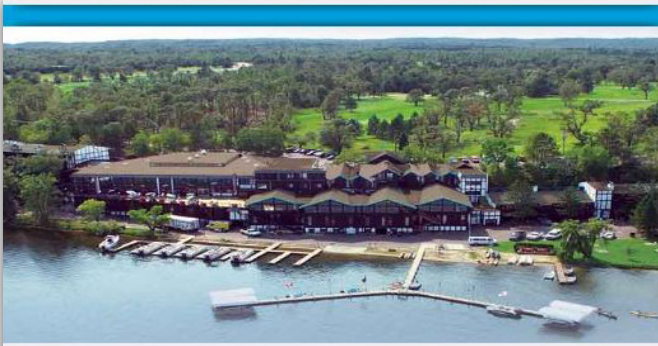
Events, promotions & sales are eligible for advertising. The Chamber will not accept political advertising for candidates or committees. Chamber staff will review text for appropriateness and grammar. Swell is limited to one promotion per week, per business/organization.

Formatting (text justification, font attributes, etc.) will be at the Chamber's discretion. Text and graphics must be received by **Wednesday at 12 PM, prior to publication**. Graphic files must be emailed in a .jpg format. No proofs will be provided, so please provide specific directions and ensure accuracy of information.

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

Signature _____ Date _____

Email this contract and all content for your ad to Donna Houchin: Donna@BrainerdLakesChamber.com



Welcome to Cragun's Resort on Gull Lake!



We specialize in making vacation memories that last a lifetime.

This is the **Impact Ad - Top Placement!** This ad costs \$125 and is the same XL size as our Best Ad with exclusive top placement in the email as well as a mention in the email subject line! This ad also includes a large photo, logo, headline, subhead, 100 words of supportive text, and the option for an offer button that can link to a specific URL. Chamber Staff will be in contact to collaborate on your promotion.

[Learn More!](#)



Crosslake is the Beauty Spot of Minnesota!



Fun for the Whole Family!

This is the **BEST** Ad. This ad costs \$90 and includes a large photo, logo, headline, subhead, 100 words of supportive 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!

Cost is \$0, **FREE** to the public. Come out and enjoy the festivities!

[Learn More!](#)

Save More with the Cub App! Download Today!



Plan, Scan, and See the Savings!

This is the **BETTER** Ad. This ad costs \$50 and includes a logo or graphic image, headline, subhead, 50 words of supportive 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!

Visit our website: www.Cub.com for details!

[Shop Now!](#)



Landsburg Landscape Nursery!

This is a **GOOD** ad. This ad costs \$35 and includes a logo or graphic image, headline, and 25 words of text and a hyperlink.

[Learn More!](#)



Host Your Next Meeting with Us!

This is a **GOOD** ad. This ad costs \$35 and includes a logo or graphic image, headline, and 25 words of text and a hyperlink.

[Learn More!](#)

Swell

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

Top Impact Ad – Top Placement! = \$125

Placement Top placement in Newsletter
Email Subject Line Your promotion mentioned

Large photo 1920 x 1280 pixels, 72 ppi (approx.)
Logo 500 x 400 pixels, 72 ppi (approx.)
Headline Up to 10 Words
Subhead Up to 8 Words
Copy 100 words of supportive text
Button Link your ad to a specific URL

Best Ad = \$80

Large photo 1920 x 1280 pixels, 72 ppi (approx.)
Logo 500 x 400 pixels, 72 ppi (approx.)
Headline Up to 10 Words
Subhead Up to 8 Words
Copy 100 words of supportive text
Button Link your ad to a specific URL

Better Ad = \$50

Logo or Graphic 500 x 400 pixels, 72 ppi (approx.)
Headline Up to 10 Words
Subhead Up to 8 Words
Copy 50 words of supportive text
Button Link your ad to a specific URL

Good Ad = \$25

Logo or Graphic 500 x 400 pixels, 72 ppi (approx.)
Headline Up to 8 Words
Copy 25 words of supportive text
Button Link your ad to a specific URL