

WEBSITE ADVERTISING

Opportunities & Packages

Drive traffic to your website and
watch your business grow.



BRAINERD LAKES

Chamber of Commerce

BrainerdLakesChamber.com

ExploreBrainerdLakes.com

Crosslake.com

PequotLakes.com

WEB STATS

550,000
PAGE VIEWS

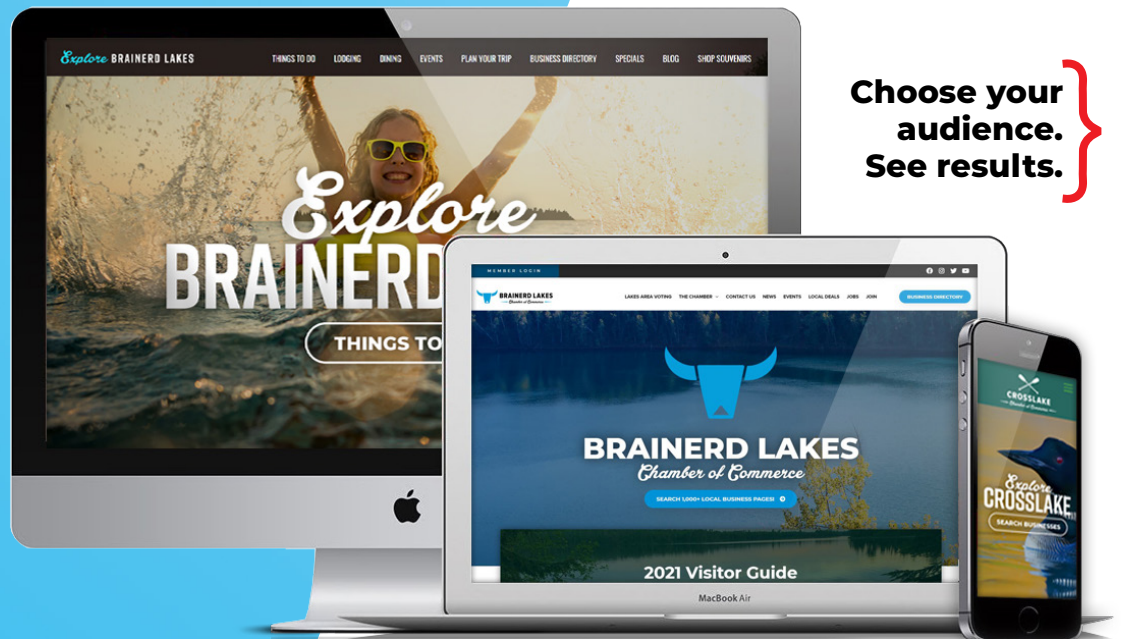
200,000
VISITORS

160,000
BUSINESS
DIRECTORY
SEARCHES



Upper Cullen Resort has been with the Brainerd Chamber for 30 years. I receive leads almost daily for our business. We have booked hundreds, if not thousands of guests in our business's lifetime from the Chamber. Advertising on their website, in particular, the last year or so, has put us in a situation where we are nearly booked for the 2021 summer.

MATT GALLES
Upper Cullen Resort



**Choose your
audience.
See results.**



INCREASE VISIBILITY

Each year, our websites have hundreds of thousands of visitors. Be top-of-mind during their search.



TARGET VACATION PLANNERS

Your target audience is searching our websites and planning their next vacation. Make sure your ad is front-and-center. One-third of website visitors are from the Twin Cities, St. Cloud, and Rochester, which are strong markets for area tourism.



REACH LOCALS

Local people know the Brainerd Lakes Chamber as a source of up-to-date information. Our business directories are searched 160,000+ times each year. Make sure your business is listed at the top in search.



GAIN CREDIBILITY

People trust Chambers of Commerce for accurate information. When visitors see your advertising and information on our websites, it helps bolster consumer credibility and confidence.

Website Advertising ESSENTIAL PACKAGE

Upgrade your online business directory: BrainerdLakesChamber.com
ExploreBrainerdLakes.com, Crosslake.com, and PequotLakes.com.

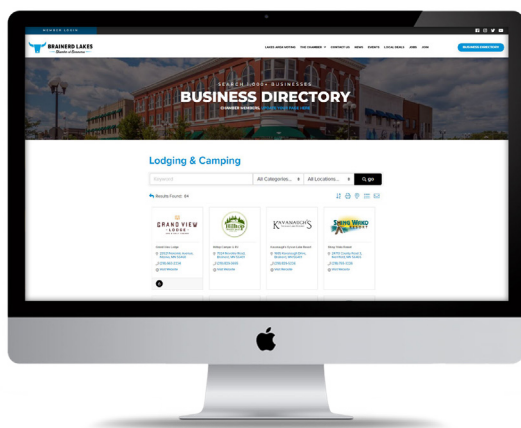


550,000
Annual
Pageviews
\$245
Per Year

160,000+ BUSINESS DIRECTORY SEARCHES EACH YEAR

Our online business directory is searched 160,000+ times annually by visitors and local residents looking for businesses just like yours. Upgrade your listing to make sure you're one of the first businesses listed in search. Plus enjoy an expanded webpage specific to your business. Upload photos, videos, and a nearly unlimited amount of information that will set you apart from the competition.

1. Large banner photo
2. Business logo displayed in listing
3. Contact information and hours
4. Google map showing business location
5. Website and social media links
6. Hours and driving directions
7. About Us description: 1,600 characters
8. Video media gallery
9. Links to business highlights
10. Photo gallery
11. Links to specials
12. Rep and contact information



Contact Donna Houchin to advertise:
(218) 822-7108 | Donna@BrainerdLakesChamber.com

1

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9

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Grand View Lodge

Lodging, Event Spaces, Spas & Relaxation, Golf Courses, Resorts, Lakeside Dining, Family Attractions, Outdoor Dining, Lodging Open Year Round

23521 Nokomis Avenue, Nisswa, MN 56468

(218) 963-2234
(866) 801-2943
(218) 967-8635

Send Email

http://www.grandviewlodge.com

Hours:
Open year-round

Driving Directions:
On the north side of Gull Lake, approximately 10 miles north of Brainerd

About Us
Named Minnesota's Most Awarded Resort including being awarded 2019's 'Top 5 Resorts in the Midwest' by Conde Nast Traveler! Since 1916, Grand View Lodge has been providing guests with memorable vacat

Video Media
Grand View Lodge Summer Activities

Highlights

- Glacial Waters Spa
- 2 Championship Golf Courses: The Pines and The Preserve
- Fun Activities Year Round
- 8 Restaurants for Fine and Casual Dining
- Full Service Conference Centers

Images

Specials
Spooktacular Weekends

Rep/Contact Info

Cindy Baysinger
Director of Sales
Phone: (218) 963-8760
[Send an Email](#)

Becky Bohnestingl
Wedding Sales Manager
Phone: (218) 967-8814
[Send an Email](#)

Lonnie Faacks
Director of Engineering
Phone: (218) 963-8790
[Send an Email](#)

Frank Soukup III
Director of Marketing
Phone: (218) 963-8709
[Send an Email](#)

Website Advertising

BANNER AD PACKAGES

Included with all banner ad packages:

- + All benefits of the Essential Package (business listed at the top of search in the online business directory + an expanded directory listing).
- + Banner ad displays in the online business directory when a user searches for your category.
- + Ability to change your ad design at any time. Design services are available.



250,000
Annual
Pageviews

\$1,195
1 Year of Ads

REGIONAL TOURISM

Ensure visitors to the area's premier regional tourism website are exposed to your business. Your banner ad will display on the top 25 pages on www.ExploreBrainerdLakes.com, including the homepage.



100,000
Annual
Pageviews

\$895
1 Year of Ads

CROSSLAKE

Reach Crosslake locals and vacationers visiting the area. Your banner ad will display on the top 7 pages on www.Crosslake.com, including the homepage.



250,000
Annual
Pageviews

\$695
1 Year of Ads

TARGETED TOURISM

Target vacationers in search of businesses like yours. Your banner ad will display on 3 pages of your choice on www.ExploreBrainerdLakes.com (excludes homepage).



10,000
Annual
Pageviews

\$295
1 Year of Ads

PEQUOT LAKES

Reach Pequot Lakes locals and vacationers visiting the area. Your banner ad will display on the top 7 pages on www.PequotLakes.com, including the homepage.

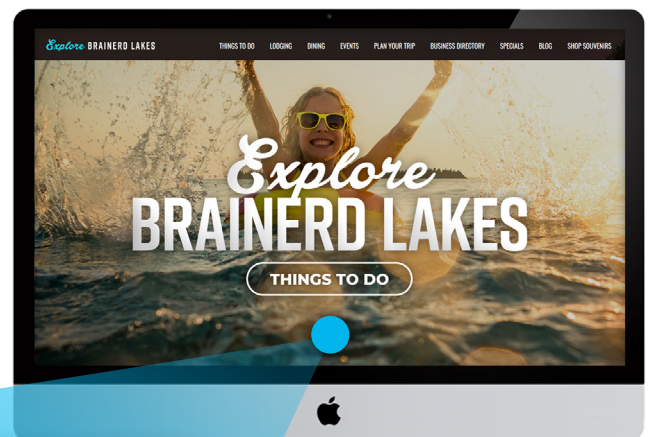


160,000
Annual
Pageviews

\$955
1 Year of Ads

LOCAL IMPACT

Target local residents living in the Brainerd Lakes Area. Your banner ad will display on the top 10 pages on www.BrainerdLakesChamber.com, including the homepage.



Monthly rates
available (3 month
minimum required).
Inquire for details.



**Choose your audience.
See results.**

Each package limited to 10 advertisers per year. Advertisers for Crosslake & Pequot Lakes must be located in those communities.

Contact Donna Houchin to advertise: (218) 822-7108 | Donna@BrainerdLakesChamber.com

WEBSITE ADVERTISING CONTRACT

RETURN SIGNED COPY BY EMAIL OR MAIL

Donna@BrainerdLakesChamber.com | 224 West Washington Street Brainerd, MN 56401

CONTACT INFORMATION

Company: _____

Email: _____ Phone: _____

Authorized Rep Name: _____

Authorized Rep Signature: _____ Date: _____

CHOOSE YOUR ADVERTISING

- ☐ **Essential Package** (\$245 per year) Upgrade your Business Directory on our four websites
- ☐ **Pequot Lakes Package** (\$295 per year) Banner ads on www.PequotLakes.com + Essential Package
- ☐ **Crosslake Package** (\$895 per year) Banner ads on www.Crosslake.com + Essential Package
- ☐ **Local Impact Package** (\$955 per year) Banner ads on www.BrainerdLakesChamber.com + Essential Package
- ☐ **Targeted Tourism Package** (\$695 per year) Banner ads on www.ExploreBrainerdLakes.com + Essential Package
- ☐ **Regional Tourism Package** (\$1,195 per year) Banner ads on www.ExploreBrainerdLakes.com + Essential Package
- ☐ I will provide my own ad(s) ☐ I need design services (limited to four ad designs per year)

Annual investment total: \$ _____

PAYMENT INFORMATION *(annual contract required with all website advertising purchases)*

☐ Cash ☐ Check # _____

☐ Credit Card

Card Number: _____ Name on Card: _____

Authorization Code: _____ Expiration Date: _____

☐ ACH Withdrawal: _____

(please sign above to consent to an ACH payment plan)

SUBMITTING YOUR BANNER AD:

- + Submit ads to Donna@BrainerdLakesChamber.com (please include the URL your ad should link to)
- + Ads dimensions are 728x210 pixels, preferred files types are JPG, PNG, TIF, GIF, and animated GIF
- + Track ad results through your member information page: www.BrainerdLakesChamber.com/Login

TERMS & CONDITIONS: Advertisers are responsible for information included within their advertising. The Brainerd Lakes Chamber reserves the right to refuse advertising found to be offensive, misleading, or inaccurate. **ELIGIBILITY:** Only members of the Brainerd Lakes Chamber in good standing are eligible to purchase advertising under this contract. If advertising has been purchased & the business is no longer a member in good standing, their advertisement will be removed & no refund will be provided. **CONTRACTS & PAYMENTS:** A written contract & payment in full or contracted payment plan is required before any advertising is activated. Advertising contracts are good for one year from date of submission to the Brainerd Lakes Chamber. Advertising opportunities are available on a first-come, first-served basis. These terms & conditions are subject to change at the discretion of the Brainerd Lakes Chamber. **ADVERTISING RENEWAL:** Advertisers will be invoiced 30 days prior to expiration of advertising. Contract will be renewed yearly unless the Chamber is notified by the advertiser. **DISCLAIMER & DISCRETION:** The Brainerd Lakes Chamber cannot guarantee viewer statistics in our advertising sales. The Brainerd Lakes Chamber reserves the right to alter our website(s) at any time.