

**EXPLORE**

# BRAINERD LAKES

**2024 VISITOR GUIDE**

**+**  
**Expand  
your  
reach**  
with our  
digital  
marketing.



**THE  
AREA'S  
MOST  
POPULAR  
GUIDE**

**2024 ADVERTISING OPPORTUNITIES**





# VISITOR GUIDE DISTRIBUTION

## Print Distribution Strategy

### Statewide Newspapers

We add the wow-factor to Sunday newspapers, targeting affluent households in major and emerging markets. Guides are distributed in April when many families begin making their summer travel plans.

### Discover Racks

From local gas stations and grocery stores to popular tourist attractions, you'll find our guides in almost 100 magazine racks all over the Lakes Area.

### Chambers of Commerce

Proudly showcased to more than 175,000 guests of our Brainerd, Crosslake, and Pequot Lakes Chamber offices, including the Hwy 371 Welcome Center.

### Welcome Centers and Rest Areas Statewide

Find our guides at rest areas and visitor centers across Minnesota.

### Direct Mail

We send hundreds of guides annually to potential visitors requesting more information on the Brainerd Lakes Area.



Statewide Newspapers = 54,500

Discover Racks = 13,500

Chambers of Commerce = 10,000

Welcome Centers and Rest Areas Statewide = 7,000

Direct Mail = 5,000

*The above quantities are approximate estimates.*



### \*2024 INSERTIONS:

StarTribune, Fargo Forum, Rochester Post-Bulletin, Duluth News-Tribune, and St. Cloud Times.

*\*Insertions based on newspaper availability.*

For as little as \$195, you can reach nearly **200,000\*** tourists and potential customers!

*\*Industry average of 2.2 readers per guide.*

## Digital Distribution Strategy

Extend your reach digitally in our eGuide and get promoted on ExploreBrainerdLakes.com, Crosslake.com, PequotLakes.com, and BrainerdLakesChamber.com.

**2,000+ READS | 17,000+ IMPRESSIONS**

Your ad links directly to your website!



# WEBSITE BANNER ADS

Choose your audience.  
See results.

## Included with all banner ad packages:

- + Business listed in the top tier of search in your category in our online business directory.
- + Ability to change your ad design at any time. Design services are available.
- + Expanded webpage with a nearly unlimited amount of information.



**140,000**  
Annual  
Pageviews

### Regional Tourism

**Package: \$1,095**

Your banner ad will display on the top 25 pages of ExploreBrainerdLakes.com, including the homepage.



**160,000**  
Annual  
Pageviews

### Local Impact

**Package: \$1,245**

Your banner ad will display on the top 10 pages of BrainerdLakesChamber.com, including the homepage.



**140,000**  
Annual  
Pageviews

### Targeted tourism

**Package: \$695**

Your banner ad will display on 3 pages of your choice of ExploreBrainerdLakes.com (excludes homepage).



**165,000**  
Annual  
Pageviews

### Crosslake

**Package: \$1,295**

Your banner ad will display on the top 7 pages of Crosslake.com, including the homepage.

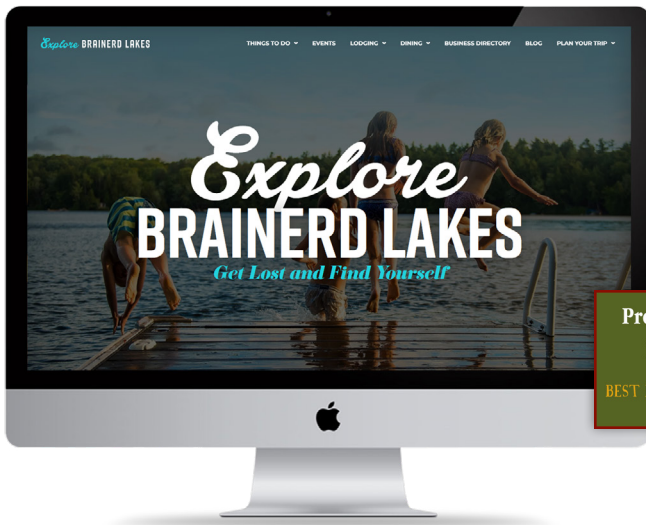


**55,000**  
Annual  
Pageviews

### Pequot Lakes

**Package: \$345**

Your banner ad will display on the top 7 pages of PequotLakes.com, including the homepage.



**Ads Dimensions: 728x210 pixels**  
**Preferred File Types: JPG, PNG, TIF, & GIF**

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

## EXPAND YOUR REACH!

### Welcome Center Digital Display: \$75 Per Month

Reach 150,000+ vacationers each year through our digital display at the Explore Brainerd Lakes Welcome Center & Gift Shop on HWY 371 south of Brainerd. Promote specific events and attractions by changing your ad at any time!





# VISITOR GUIDE PRINT ADS

Get your business seen by people who are interested in planning vacations. Advertise in the area's largest regional tourism publication featuring the communities of Brainerd/Baxter, Crosslake, Cuyuna Lakes, Pequot Lakes, and Nisswa.

**Submit your Business Spotlight & Business Directory information at:**  
[BrainerdLakesChamber.com/uploads](http://BrainerdLakesChamber.com/uploads)

## Business Spotlight



**CRAGUN'S RESORT**  
 (888) 452-2178  
[www.craguns.com](http://www.craguns.com)

hotel rooms, reunion  
 Situated on a mile-long  
 with two beaches, giant  
 s centre, award-winning  
 om pontoon boats to  
 named "Property of the Year"  
 keepers and a "Top Ten  
 at Living.

## Business Directory



**LAKES JAM**  
 (218) 251-5243  
[www.LakesJam.com](http://www.LakesJam.com)  
 PO Box 2856  
 Baxter, MN 56425  
 Lakes Jam is a multi-day country  
 & rock festival at the end of June,  
 inside Brainerd International  
 Raceway. Great camping is  
 available.

## 1/2 Page Horizontal Ad

**let's go**

Find a vacation rental that's perfect for everyone  
**(218) 656-0613**

ABOVE & BEYOND HOMES

Above & Beyond Homes | RE/MAX Results | Each Office Independently Owned & Operated

## 1/6 Page Vertical Ad

**Added Bonus Room.**

**Edina Realty** Minnesota's Real Estate Firm

**Mike Kennedy**  
 REALTOR  
 (218) 232-1946  
 call or scan to learn more

## Full Page Ad

**GULL LAKE**  
 BEACH RESORTS

**Best Beach on Gull Lake**

[GullLakeBeachResorts.com](http://GullLakeBeachResorts.com)

(218) 656-6965 | [info@GullLakeBeachResorts.com](mailto:info@GullLakeBeachResorts.com)

@GullLakeBeachResorts

## 1/3 Page Vertical Ad

**WE KNOW THE LAKES**

YOUR TRUSTED  
 BRAINERD LAKES  
 AREA EXPERTS.

**RE/MAX**

**Nisswa**  
 (218) 963-9554

**Baxter**  
 (218) 829-5538

**Crosslake**  
 (218) 692-9938

**RE/MAX RESULTS**  
[RESULTS.NET](http://RESULTS.NET)

## 1/6 page Horizontal Ad

come, join us at the campfire  
 (or on a boat, in the rec center, or at our lodge with a latte or ice cream...)

**CAMPFIRE BAY RESORT**

800.677.7263  
[WWW.CAMPFIREBAYRESORT.COM](http://WWW.CAMPFIREBAYRESORT.COM)

## 1/3 page Square Ad

**Experience GULL LAKE**

**GULL LAKE CRUISES**  
 AT CRAGUN'S

Public & Private  
 Cruises Available  
[gulllakecruises.com](http://gulllakecruises.com)

**TARGET MORE THAN JUST TOURISTS.** Those who vacation here are the perfect audience to target for relocating to the area. Promote your business that helps people transition to a new community.

# RATE CARD

Contact Susie Alters for space reservation deadline:  
[Susie@BrainerdLakesChamber.com](mailto:Susie@BrainerdLakesChamber.com) | (218) 838-6620

AD TYPE	WIDTH	HEIGHT	COST
<b>1/6 Page (Vertical)</b>	2.3"	4.8"	<b>\$895</b>
<b>1/6 Page (Horizontal)</b>	4.77"	2.34"	<b>\$895</b>
<b>1/3 Page (Vertical)</b>	2.3"	9.75"	<b>\$1,795</b>
<b>1/3 Page (Square)</b>	4.77"	4.8"	<b>\$1,795</b>
<b>1/2 Page</b>	7.25"	4.8"	<b>\$2,595</b>
<b>Full Page*</b>	8.25"	10.75"	<b>\$3,395</b>
<b>PREMIUM PLACEMENT</b>			
<b>Brainerd Outside Back Cover*</b> (81,000 copies)	8.25"	10.75"	<b>\$4,995</b>
<b>Crosslake Outside Back Cover**</b> (5,000 copies)	8.25"	10.75"	<b>\$1,995</b>
<b>Pequot Lakes Outside Back Cover**</b> (4,000 copies)	8.25"	10.75"	<b>\$1,695</b>
<b>Inside Front Cover*</b>	8.25"	10.75"	<b>\$3,995</b>
<b>Page One*</b>	8.25"	10.75"	<b>\$3,995</b>
<b>Page Three, Five, Seven, Nine &amp; Eleven*</b>	8.25"	10.75"	<b>\$3,595</b>
<b>Inside Back Cover*</b>	8.25"	10.75"	<b>\$3,495</b>

\* Add .25" Bleed to full page files. Trim line is 8.25" x 10.75". Live area is 7.25" x 9.75".

\*\* Crosslake and Pequot Lakes outside back cover only available for purchase by businesses and organizations in those communities.

## 3 Cover Designs!

**THE 2024 VISITOR GUIDE** features customized covers for Brainerd, Crosslake, and Pequot Lakes. Each cover will be distributed in its specific community!



# MIXED MEDIA BUNDLES

Upgrade your business presence with these promotions—an affordable advertising strategy or smart add-on for all budget sizes!

## Print Marketing

### Business Directory ....\$195

Business name, address, phone number, website, logo, and 25-word description.

### Business Spotlight .....\$395

Business name, website, phone number, photo, and 50-word description.

### Print Bundle .....\$495

Includes both a Business Directory and a Business Spotlight.

## Digital Marketing

### Web Essentials .....\$295

Our online business directory is visited 100,000+ times each year. Upgrade your directory page to make sure you're one of the first businesses listed in search. Plus, enjoy an expanded webpage specific to your business.

### Email Advertising .....\$495

Promote your business in our tourism newsletter — a monthly email we send to 6,500+ contacts. Ads include business name, address, phone number, photo, 100-word description, and links to your website.

### Digital Bundle .....\$595

Includes both our web essentials and email advertising.



## Print & Digital

### TOTAL TOURISM PACKAGE .....\$895

Reach 700,000+ individuals through both print and digital advertising. Our premier package includes a Business Directory and Business Spotlight in our 2024 Visitor Guide, Web Essentials, and Email Advertising. This mixed media package will deliver results.



### EMAIL STATS

**36%** Open Rate **3%** Click Rate  
Sent monthly to **6,500+**



### WEB STATS

**500,000** Pageviews **200,000** Visitors  
**160,000** Business Directory Searches

**Contact Chamber staff for more info & to sign up.**

[Marketing@BrainerdLakesChamber.com](mailto:Marketing@BrainerdLakesChamber.com) (218) 829-2838

*Explore* BRAINERD LAKES

# 2024 Visitor Guide Advertising Agreement

Business Name: \_\_\_\_\_

## VISITOR GUIDE DISPLAY ADS

Ad Size	Width	Height	Price
<input type="checkbox"/> 1/6 Page (Vertical)	2.3"	4.8"	\$895
<input type="checkbox"/> 1/6 Page (Horizontal)	4.77"	2.34"	\$895
<input type="checkbox"/> 1/3 Page (Vertical)	2.3"	9.75"	\$1,795
<input type="checkbox"/> 1/3 Page (Square)	4.77"	4.8"	\$1,795
<input type="checkbox"/> 1/2 Page	7.25"	4.8"	\$2,595
<input type="checkbox"/> Full Page*	8.25"	10.75"	\$3,395
<input type="checkbox"/> Brainerd Outside Back Cover* (81,000 copies)	8.25"	10.75"	\$4,995
<input type="checkbox"/> Crosslake Outside Back Cover** (5,000 copies)	8.25"	10.75"	\$1,995
<input type="checkbox"/> Pequot Lakes Outside Back Cover** (4,000 copies)	8.25"	10.75"	\$1,695
<input type="checkbox"/> Inside Front Cover*	8.25"	10.75"	\$3,995
<input type="checkbox"/> Page One*	8.25"	10.75"	\$3,995
<input type="checkbox"/> Page Three, Five, Seven, Nine, and Eleven*	8.25"	10.75"	\$3,595
<input type="checkbox"/> Inside Back Cover*	8.25"	10.75"	\$3,495

\* Please add .25" Bleed to all full page files. Trim line is 8.25" x 10.75". Live area is 7.25" x 9.75".  
\*\* Crosslake and Pequot Lakes outside back cover only available for purchase by businesses and organizations in those communities.

## MIXED MEDIA BUNDLES

☐ **Business Directory\***.....\$195  
\$195 x Qty \_\_\_\_\_ = \$ \_\_\_\_\_

☐ **Business Spotlight**.....\$395  
\$395 x Qty \_\_\_\_\_ = \$ \_\_\_\_\_

☐ **Print Bundle** .....\$495  
\$495 x Qty \_\_\_\_\_ = \$ \_\_\_\_\_

☐ **Web Essentials** .....\$295

☐ **Email Advertising\*\*** ...\$495

☐ **Digital Bundle\*\*** .....\$595

☐ **Total Tourism Package\*\*** (Print Bundle + Digital Bundle). .....\$895

\* Select your Business Directory Category from the options below: \_\_\_\_\_  
Arts & Culture, Automotive, Breweries, Business Services, Coffee Shops, Construction, Dining, Education, Entertainment, Family Activities, Finance, Golf, Health & Wellness, Home & Cabin, Insurance, Lodging, Meeting Facilities, Nonprofits, Outdoor Recreation, Pets, Real Estate, Retail & Shopping, Spas & Salons, Water Sports, Worship & Faith.

\*\* Select your Tourism Newsletter months: ☐ Jan. ☐ Feb. ☐ Mar. ☐ Apr. ☐ May ☐ June ☐ July ☐ Aug. ☐ Sept. ☐ Oct. ☐ Nov. ☐ Dec.

## BANNER AD PACKAGES

☐ **Regional Tourism**.....\$1,095

☐ **Local Impact**.....\$1,245

☐ **Pequot Lakes**.....\$345

☐ **Targeted Tourism**.....\$695

☐ **Crosslake**.....\$1,295

Banner ad start date: \_\_\_\_\_  
Banner ads begin 1/1/2024 unless otherwise noted.

## DIGITAL DISPLAY

☐ **Welcome Center Digital Display** .....\$75 Per Month     \$75 x Number of Months \_\_\_\_\_ = \$ \_\_\_\_\_

Digital Display, select your months: ☐ Jan. ☐ Feb. ☐ Mar. ☐ Apr. ☐ May ☐ June ☐ July ☐ Aug. ☐ Sept. ☐ Oct. ☐ Nov. ☐ Dec.



## PAYMENT INFORMATION

☐ **Non-Profit Discount** .....10%

☐ **Non-Member Service Charge** .....30%

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

☐ **Invoice**    ☐ **Check #** \_\_\_\_\_    ☐ **Credit Card** *Contact me for my credit card info.* \_\_\_\_\_

*Enter your preferred phone number above.*

☐ **I want to re-run the same ad(s) as last year.** \_\_\_\_\_  
Please specify which ad(s) would you like to re-run.

☐ **I will submit a new ad(s).** \_\_\_\_\_  
Please specify which new ad(s) would you like to submit.

**ADDITIONAL NOTES OR CHANGES:** \_\_\_\_\_

## RETURN SIGNED COPY BY EMAIL OR MAIL

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

Advertiser Company Name

Phone

Authorized Representative Printed Name

Email

Authorized Representative Signature

**SUBMISSION OF AD MATERIALS:** Acceptable file formats include: 1) press-ready PDF, 2) collected and zipped InDesign files, or 3) flattened Photoshop files. All graphics must be 300 dpi at 100% size. Ads must be emailed to Marketing@BrainerdLakesChamber.com. If ad size exceeds 10MB, please arrange other delivery. Design services are available through the Brainerd Dispatch and are the client's responsibility. Business Spotlights and Business Directories must be uploaded at [www.BrainerdLakesChamber.com/uploads](http://www.BrainerdLakesChamber.com/uploads).

**ADVERTISING AGREEMENT:** This contract is an agreement between the Brainerd Lakes Chamber of Commerce (owner of the publication) and advertiser. The advertiser understands and agrees that: 1) Full payment of balance due must be received by June 1, 2024. Late payment may result in the ad not being included in the publication and forfeiture of any payments made to that date by advertiser. 2) If for any reason the ad is canceled after January 1, 2024, by the advertiser, a cancellation fee of 50% of the amount of investment and any production charges will be assessed to the advertiser by the Brainerd Lakes Chamber of Commerce. 3) The advertiser must in good standing with the Brainerd Lakes Chamber of Commerce.

**AUTHORIZATION:** All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from claims or suits for libel, violations of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement. Choice of Law: This Advertising Contract shall be interpreted and construed by and under the laws of Crow Wing County in the state of Minnesota, U.S.A. Copy Acceptance: The publishers reserve the right to accept or reject all advertising copy which is deemed objectionable, misleading, not in the best interests of the reader, the Chamber, or contrary to federal and state regulations, whether or not the ad had previously been accepted and/or published. Ad Placements: Every effort will be made to comply with ad placement requests, however, final ad position is at the discretion of the publisher and its agency and is based primarily on first contracted, first placed. Invoicing and Terms: You will be invoiced for your advertisement(s) in full at the time you sign this contract, unless otherwise arranged.



**BRAINERD LAKES**  
— Chamber of Commerce —



**BRAINERD LAKES**

**\* Contact Chamber staff for Space Reservation Deadline & Ad Materials Submission Deadline. \***

[Marketing@BrainerdLakesChamber.com](mailto:Marketing@BrainerdLakesChamber.com) | (218) 829-2838