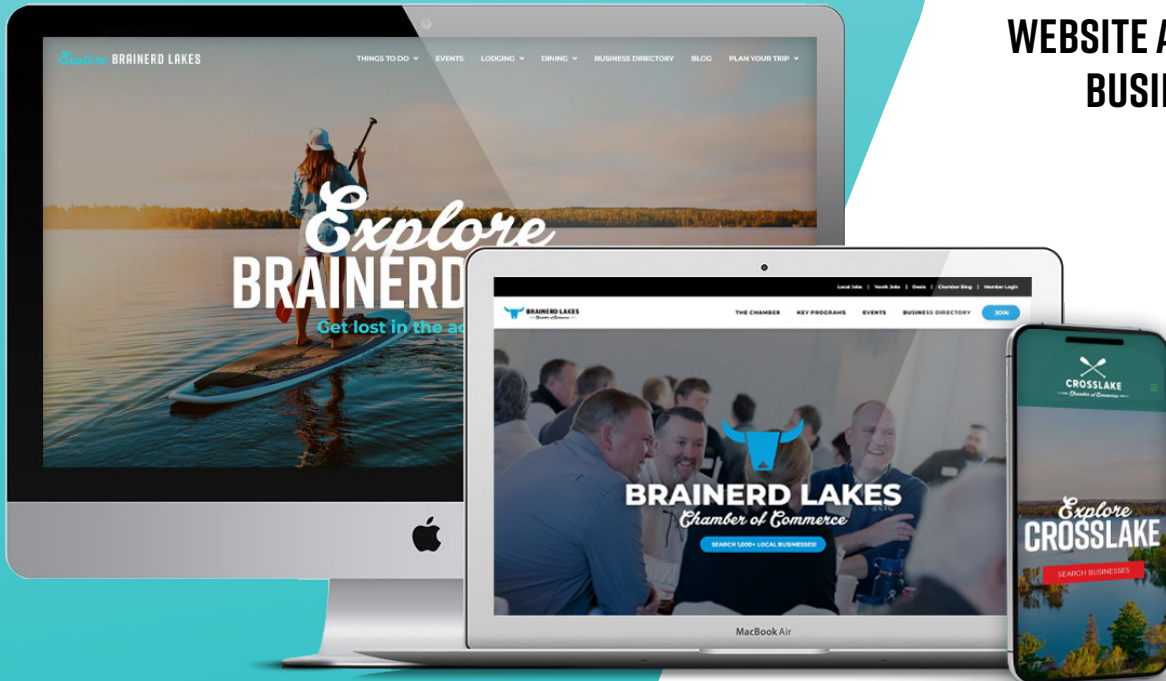


# WEBSITE ADVERTISING

## Opportunities & Packages



Explore **BRAINERD LAKES**



**DRIVE TRAFFIC TO YOUR WEBSITE AND WATCH YOUR BUSINESS GROW.**

**Choose your audience. See results.**

## WEB STATS

**850,000+ PAGE VIEWS**

**400,000+ SESSIONS**

**260,000+ USERS**

### 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 100,000+ 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.



**850,000**  
Annual Page  
Views  
**\$295**  
Per Year

## 850,000+ WEBSITE PAGE VIEWS EACH YEAR

Our websites receive 850,000+ page views each year 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. Business logo displayed in listing
2. Contact information and hours
3. Google map showing business location
4. Website and social media links
5. Hours and driving directions
6. About Us description: 1,600 characters
7. Video media gallery
8. Links to business highlights
9. Photo gallery
10. Links to specials
11. Rep and contact information



**1** GRAND VIEW LODGE  
Lodging, Event Spaces, Spas & Relaxation, Golf Courses, Resorts, Lakeside Dining, Family Attractions, Outdoor Dining, Lodging Open Year Round

**2** 23521 Nokomis Avenue, Nisswa, MN 56468  
(218) 963-2234  
(866) 801-2943  
(218) 967-8635  
Send Email

**3** 46°29'47.9"N 94°18'49.1"W  
View larger map  
North at Grand View Lodge

**4** http://www.grandviewlodge.com  
f t y i g

**5** Hours:  
Open year-round

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

**7** 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

**8** Video Media  
Grand View Lodge Summer Activities  
Watch later

**9** 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

**10** Images  
A grid of 12 images showing various amenities and activities at Grand View Lodge, including a golf course, a spa, a swimming pool, a wedding, and a resort building.

**11** Specials  
Spooktacular Weekends

**12** Rep/Contact Info  
Cindy Baysinger  
Director of Sales  
Phone: (218) 963-8760  
Send an Email  
Becky Bohnenstingl  
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

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

# BANNER AD PACKAGES

## Explore Brainerd Lakes

Banner ad placed on all the main pages of [www.ExploreBrainerdLakes.com](http://www.ExploreBrainerdLakes.com)

### ANNUAL WEBSITE STATS AT A GLANCE

230,000+ Page Views · 100,000+ Sessions · 80,000+ Users

### USER DEMOGRAPHIC: TOP 5 CITIES

Minneapolis, Chicago, Brainerd, Baxter, Dallas

**Annual Cost: \$1,395**

## Brainerd Lakes Chamber

Banner ad placed on all the main pages of [www.BrainerdLakesChamber.com](http://www.BrainerdLakesChamber.com)

### ANNUAL WEBSITE STATS AT A GLANCE

190,000+ Page Views · 110,000+ Sessions · 70,000+ Users

### USER DEMOGRAPHIC: TOP 5 CITIES

Minneapolis, Brainerd, Chicago, Moses Lake, Baxter

**Annual Cost: \$1,245**

## Crosslake

Banner ad placed on all the main pages of [www.Crosslake.com](http://www.Crosslake.com)

### ANNUAL WEBSITE STATS AT A GLANCE

230,000+ Page Views · 125,000+ Sessions · 70,000+ Users

### USER DEMOGRAPHIC: TOP 5 CITIES

Minneapolis, Chicago, Brainerd, Breezy Point/Pequot Lakes, Dallas

**Annual Cost: \$1,295**

## Pequot Lakes

Banner ad placed on all the main pages of [www.PequotLakes.com](http://www.PequotLakes.com)

### ANNUAL WEBSITE STATS AT A GLANCE

180,000+ Page Views · 55,000+ Sessions · 35,000+ Users

### USER DEMOGRAPHIC: TOP 5 CITIES

Minneapolis, Chicago, Crosslake, Dallas, Brainerd

**Annual Cost: \$955**

*Advertisers for Crosslake & Pequot Lakes must be located in those communities.*

## Banner Ad Package Highlights

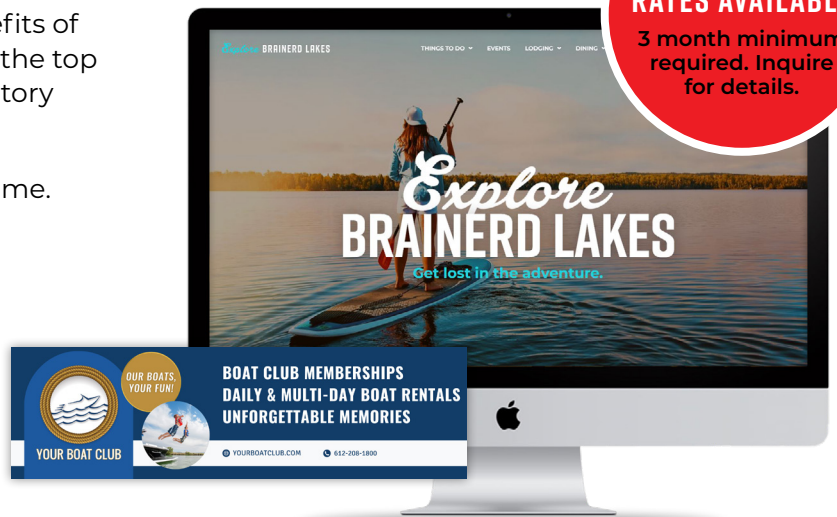
- All banner ad packages include the benefits of the Essential Package (business listed in the top tier of search in the online business directory plus an expanded directory listing).
- Ability to change your ad design at any time. Design services are available.

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

**Choose your audience.**  
**See results.**

**MONTHLY RATES AVAILABLE**

3 month minimum required. Inquire for details.



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