PEQUOT LAKES Chamber of Commerce

BRAINERD LAKES Chamber of Commerce

CROSSLAKE Chamber of Commerce

Explore BRAINERD LAKES

WEBSITE ADVERTISING

Maximize Your Online Reach

POSITION YOUR BUSINESS WHERE YOUR AUDIENCE IS *ALREADY SEARCHING.*



Choose your audience. See results.

WEB STATS

750,000+
PAGE VIEWS

400,000+
SESSIONS

275,000+
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. Place your business in front of an audience that's already interested in the Brainerd Lakes Area.

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.

TURN WEB TRAFFIC INTO BUSINESS GROWTH

Website advertising provides a powerful opportunity to increase brand awareness, drive website traffic, and connect with potential customers at the moment they're planning where to shop, dine, stay, and explore.

Website Advertising

ESSENTIAL PACKAGE

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

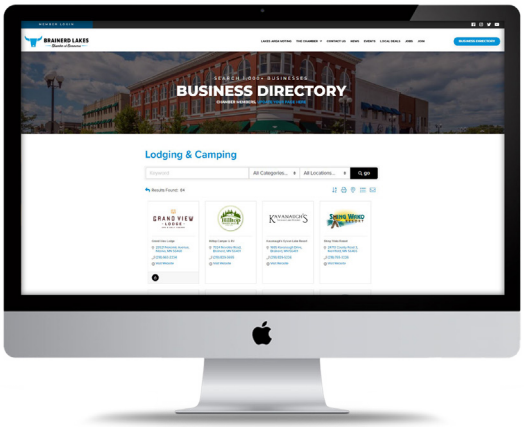
750,000
Annual Page Views

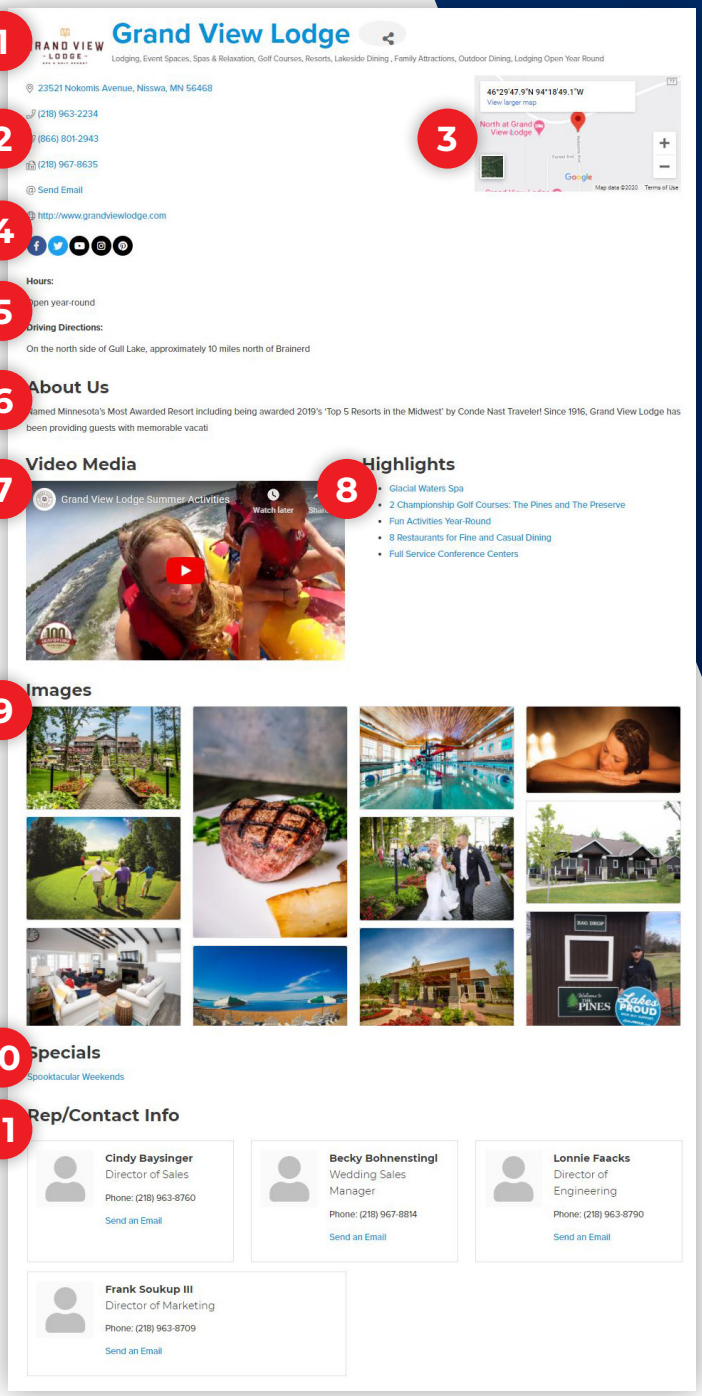
$295
Per Year

750,000+
WEBSITE PAGE VIEWS EACH YEAR

Our websites receive 750,000+ 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





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

Website Advertising

BANNER AD PACKAGES

Explore Brainerd Lakes

30+ Jumbo Banner Ad Placements:
www.ExploreBrainerdLakes.com

ANNUAL WEBSITE STATS AT A GLANCE

160,000+ Page Views · **90,000+** Sessions · **70,000+** Users
Top 3 Cities: Minneapolis, Brainerd / Baxter, Chicago

Annual Cost: $1,295

Brainerd Lakes Chamber

10+ Jumbo Banner Ad Placements:
www.BrainerdLakesChamber.com

ANNUAL WEBSITE STATS AT A GLANCE

225,000+ Page Views · **140,000+** Sessions · **100,000+** Users
Top 3 Cities: Minneapolis, Brainerd / Baxter, Chicago

Annual Cost: $1,395

Crosslake

8+ Jumbo Banner Ad Placements:
www.Crosslake.com

ANNUAL WEBSITE STATS AT A GLANCE

230,000+ Page Views · **120,000+** Sessions · **70,000+** Users
Top 3 Cities: Minneapolis, Chicago, Crosslake

Annual Cost: $1,395

Pequot Lakes

8+ Jumbo Banner Ad Placements:
www.PequotLakes.com

ANNUAL WEBSITE STATS AT A GLANCE

130,000+ Page Views · **50,000+** Sessions · **30,000+** Users
Top 3 Cities: Minneapolis, Chicago, Brainerd / Baxter

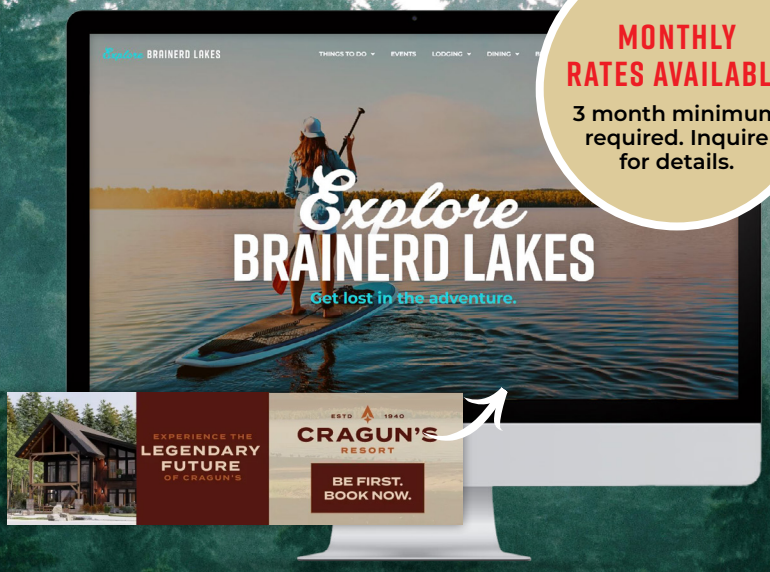
Annual Cost: $955

Banner Ad Dimensions: **728x210 pixels** // Preferred File Types: **JPG, PNG, TIF, & GIF**

Banner ads on the Crosslake and Pequot Lakes websites are limited to businesses and organizations within those communities.

Web 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.



MONTHLY RATES AVAILABLE
3 month minimum required. Inquire for details.

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** ($295 per year) Upgrade your Business Directory on our websites
- ☐ **Pequot Lakes Banner Ads** ($955 per year) Banner ads on www.PequotLakes.com + Essential Package
- ☐ **Crosslake Banner Ads** ($1,395 per year) Banner ads on www.Crosslake.com + Essential Package
- ☐ **Brainerd Lakes Chamber Banner Ads** ($1,395 per year) Banner ads on www.BrainerdLakesChamber.com + Essential Package
- ☐ **Explore Brainerd Lakes Banner Ads** ($1,295 per year) Banner ads on www.ExploreBrainerdLakes.com + Essential Package

Annual investment total: $ _____

PAYMENT INFORMATION

☐ **Invoice** ☐ **Check #** _____

☐ **Credit Card** ***(Chamber staff will contact you for credit card information.)***

☐ **ACH Withdrawal:** _____

(Please sign above to consent to an ACH payment plan.)

SUBMITTING YOUR BANNER AD

☐ **I will provide my own ad(s)** ☐ **I need design services** (limited to four ad designs per year)

+ 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
+ Update your ad design at any time!

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 advertising sales. The Brainerd Lakes Chamber reserves the right to alter website(s) at any time.