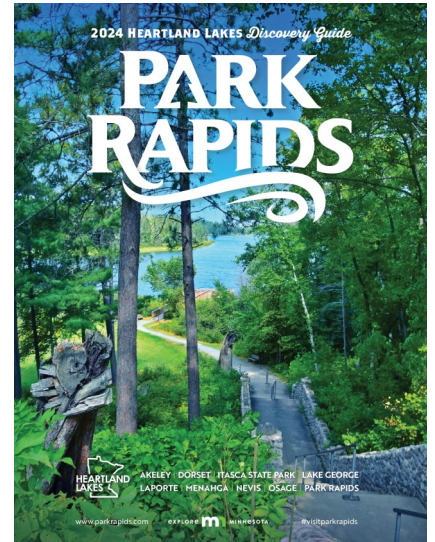


2025 Park Rapids Lakes Area Discovery Guide Advertising Contract



The Discovery Guide gives visitors an inside scoop on the Park Rapids Lakes Area. Inside they'll find event dates, lake maps, business directories, a lodging guide, and area maps. If you're not in next year's edition, you're missing out on an opportunity to reach thousands of travelers.

The Discovery Guide is distributed to hundreds of locations statewide. We mail them out, send boxes to other Tourist Information Centers and keep them stocked in high traffic areas like the Mall of America and Minneapolis-St. Paul Airport, Fargo, Grand Forks, and more. Visitors pick them up at the Chamber, we hand deliver them to area businesses, other chambers and use it ourselves when people call with questions. It's also available digitally online for those that search out information on mobile and electronic devices.



2024 Discovery Guide Statistics & Fun Facts

- 40,000 printed copies
- 2,000+ direct mail requests
- MSP Airport is the top single location distributor with over 1,000 guides annually

What Do You Receive?

- Every chamber member receives a listing in the membership directory (name, address, phone).
- Each lodging member is included on the accommodations grid (info provided by member).
- Advertising options are available from 1/16 to full page ads (including an option for ad design).
- Advertisers who place an ad automatically receive an Enhanced Business Listing in the membership directory (\$120 value)

How Do You Benefit?

- Get front and center with visitors in one marketing piece that showcases the whole area.
- We send the guide out for you, saving you valuable time and energy dealing with addresses, postage and Post Office trips.
- Our Lodging partners place them in rooms so visitors can know what is happening in the area (events, hot spots, etc.).

Important Deadlines & Notes

Full payment must be received by **October 31, 2024** in order to receive placement.

September 27, 2024 - Early Bird Deadline SAVINGS!

October 25, 2024 - [Ad Contract Deadline](#) to ensure placement in the 2025 guide.

Your contact information:

Advertiser _____

Contact Name _____

Address _____ **City** _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Website _____

Located on what Lake/River? _____

Display Ad Rates & Sizes

Please check size of your order below...

Premium Positions

Early Bird Pricing in Red

<input type="checkbox"/> Inside Front Cover (8-1/4w x 10-3/4h)**	\$4,200 - \$3,780	<input type="checkbox"/> 1/4V (3-1/2w x 4-3/8h)	\$990 - \$891
<input type="checkbox"/> Inside Back Cover (8-1/4w x 10-3/4h)**	\$3,960 - \$3,564	<input type="checkbox"/> 1/4h (7-1/4w x 2-1/16h)	\$990 - \$891
<input type="checkbox"/> 3/4 Back Cover (8-1/4w x 7-3/4h)**	\$3,960 - \$3,564	<input type="checkbox"/> 1/8 (3-1/2w x 2-1/16h) (Lake Index Ad)	\$610 - \$550
<input type="checkbox"/> Full Page (8-1/4w x 10-3/4h) **	\$3,235 - \$2,912	<input type="checkbox"/> 1/16 (3-1/2w x 15/16h)	\$460 - \$414
<input type="checkbox"/> 1/2 (7-1/4w x 4-3/8h)	\$1,860 - \$1,674	<input type="checkbox"/> EBL (Limit 20 words)	\$120

Check one

EBL/Enhanced Business Listing is **FREE** with ad purchase.

Display Ads

Repeat Revise* New (Submitted) New* (produced by guide designer)

EBL

Repeat Revise New

Display Ad Sizes

Specifications for advertiser-provided materials

Ads must be provided in:
 -Adobe Acrobat (pdf)
 -Adobe Photoshop (jpg, 100% size, CMYK 300dpi)
 -Adobe Illustrator (eps)

Provide art on CD, DVD or eMail files to:
marketing@parkrapids.com

Production Ad Pricing

Heriot Creative, Josh Heriot
 New 1/16 - \$60
 New 1/8 - \$80
 New 1/4 - \$100
 New 1/2 - \$140
 New 3/4 - \$180
 New Full Page - \$240
 New Two-page - \$500
 Resize up - \$60
 Resize down - \$40
 Type/index/image swap- \$20
 Add Images (photo, logo) - \$40

Lodging Grid

Please review carefully and fill out completely as headings have changed.

Write number of units:

Hotel Rooms _____
 # Cabins _____
 # Tent Camping..... _____
 # RV Camping _____
 # Seasonal Sites _____
 # B&B Rooms..... _____
 # Reunion Style Cabins _____

Check all that apply:

- Open Year Round
- Pets Welcome
- Wi-Fi/Internet
- Cable/Satellite
- Handicap Accessible
- Planned Activities
- Swimming Pool
- Bicycle Trail Access
- ATV Trail Access
- Snowmobile Trail Access
- Boat/Pontoon Rental
- Canoe/Bike/Other Rental

EBL "Enhanced Business Listing" A short description of your business or organization.

20 words or less Complimentary with display ad purchase or \$120

Important Details *Additional charges apply to new or revised ads created by production design team, Heriot Creative.
 **Premium Position ads have bleeds.

Deadline - Early Bird September 27, 2024

Space Reservation & Amenities Due: **October 25, 2024**
 Ad Materials Due: **October 31, 2024**
 Payment Due: **October 31, 2024**

Non-Member Rates

Members of the Park Rapids Lakes Area Chamber of Commerce shall receive priority placement in the Discovery Guide. Any remaining ad space may be made available to non-members at a 20% surcharge of the standard rate.

All ads must be paid in full by October 31 to receive placement

Total Due: \$

Make checks payable to Park Rapids Lakes Area Chamber

Send Reservation, Materials and Payment to:

Park Rapids Lakes Area Chamber of Commerce & Tourism
 PO Box 249, 1204 Park Avenue South
 Park Rapids, MN 56470
 (218) 732-4111
 marketing@parkrapids.com

Advertiser's Signature

This is a legally binding contract.
 Signer accepts covenants listed on this document.