

# Explore Downtown Brainerd Brochure Rate Sheet

The Explore Downtown Brainerd Brochure is an upscale brochure (8.5" x 14") that targets Lakes Area residents and visitors. This brochure, which will be available in 2010, features full-color photos and information specific to Downtown Brainerd, MN. This publication will be a valuable asset to the community, visitors, residents, and businesses—especially businesses that include it in their own marketing plans.

## Ad Rates and Dimensions

| Ad Sizes       | Rates | Width | Height |
|----------------|-------|-------|--------|
| Full Panel     | \$750 | 3.25" | 7.5"   |
| 2/3 Panel      | \$525 | 3.25" | 5"     |
| 1/3 Panel      | \$275 | 3.25" | 2.5"   |
| 3 Line Listing | \$45  | 3.25" | 0.5"   |

## PRINT

Each Chamber member, advertiser, and inquirer to the Chamber will receive complimentary copies of the brochure. Of the 3,000 copies printed. In addition they will be available throughout the community at various Chamber member locations, Downtown Brainerd area businesses, and in Discover Racks information kiosks.

These brochures are planned to be in distribution for one year or until they are fully distributed. Upon complete distribution Brainerd Main Street will again offer this advertising opportunity. As an inaugural advertiser, you will have a first renewal option. Space is limited.

## ONLINE

DowntownBrainerd.com will feature an online version of the brochure. The Chamber's website explorebrainerdlakes.com will also feature an online version of the brochure. Ads will have clickable links directly to an advertiser determined web page.

Advertisers will also be listed in **bold** on DowntownBrainerd.com's Merchants page with a description and link to their business's website.

## AD DESIGN

While we encourage you to provide your own ad art, Main Street Marketing Committee members are available if you would like assistance.

Please submit ads as JPEGs or PDFs

## DEADLINES

**Ad space reservation and materials due date:** August 20, 2010.

## CONTACT

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