



1226 Lake Street
 Algoma, WI 54201
 920-487-2041
 www.algomachamber.org

Advertising 2020

Applicant Information

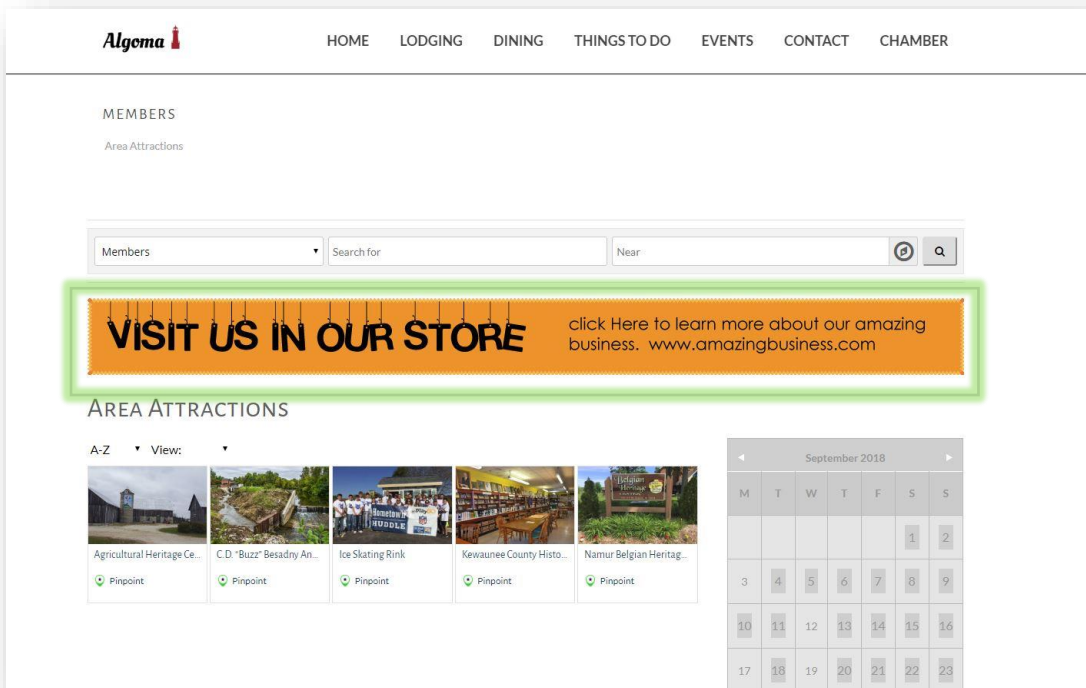
Business

Advertising Options

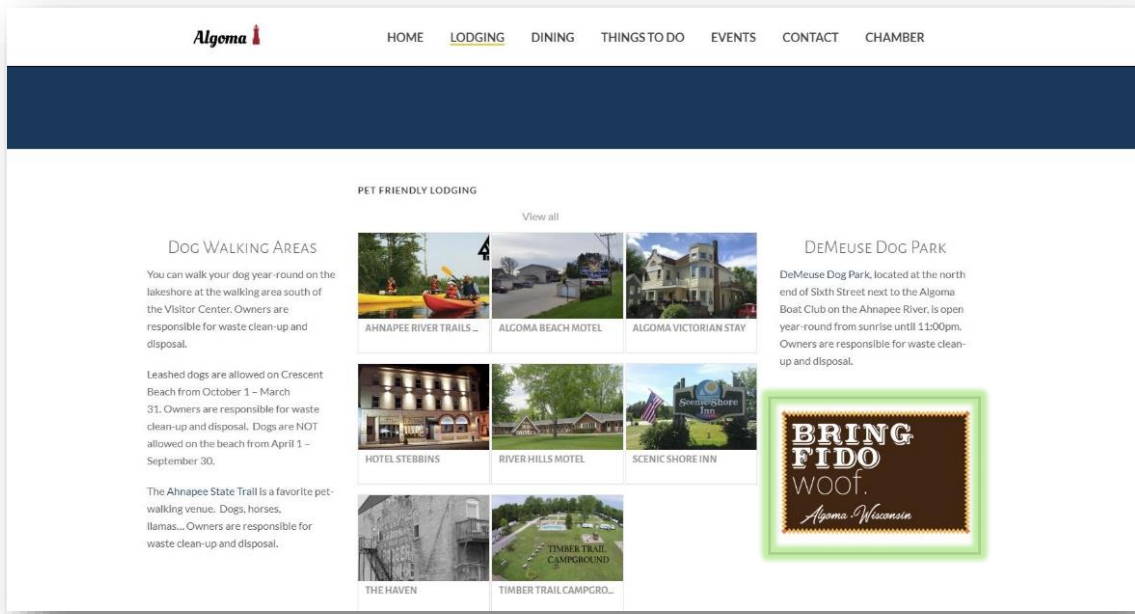
- Standard Website Listing..... Free
- Guidebook Line Listing..... Free
- Guidebook Category Listing..... Free
- Dot on Guidebook Map..... Free
- Rack Card Advertising in Visitor Center..... Free

Add-Ons:

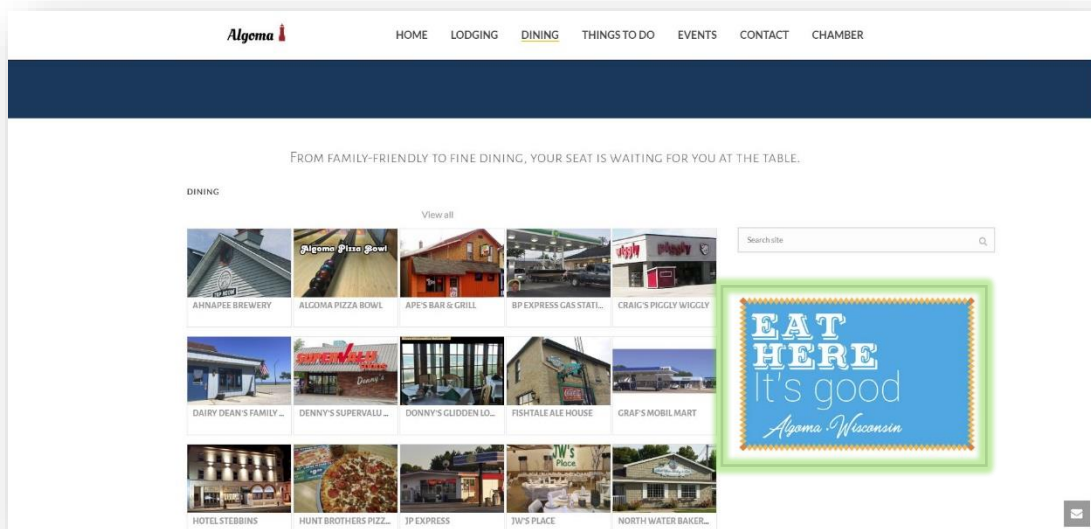
- Enhanced Website Listing** \$100.00
 10 additional photos or PDFs and 150 extra words to describe your business. We can post your open hours, a menu PDF, photos of your products or business.
- Visitor Center Entryway Rack Card** \$30.00
 Have your rack card placed in the brochure rack in the entryway. Accessible sunup to sundown, your information is available to a much wider audience. Brochure not to exceed 5.5 inch width or additional spaces will need to be purchased.
- Category Listing Ad (Limit 1 per category, 33 categories available)**..... \$75.00
 Be featured prominently when someone is searching a specific category. Ad size 1140x100 pixels.



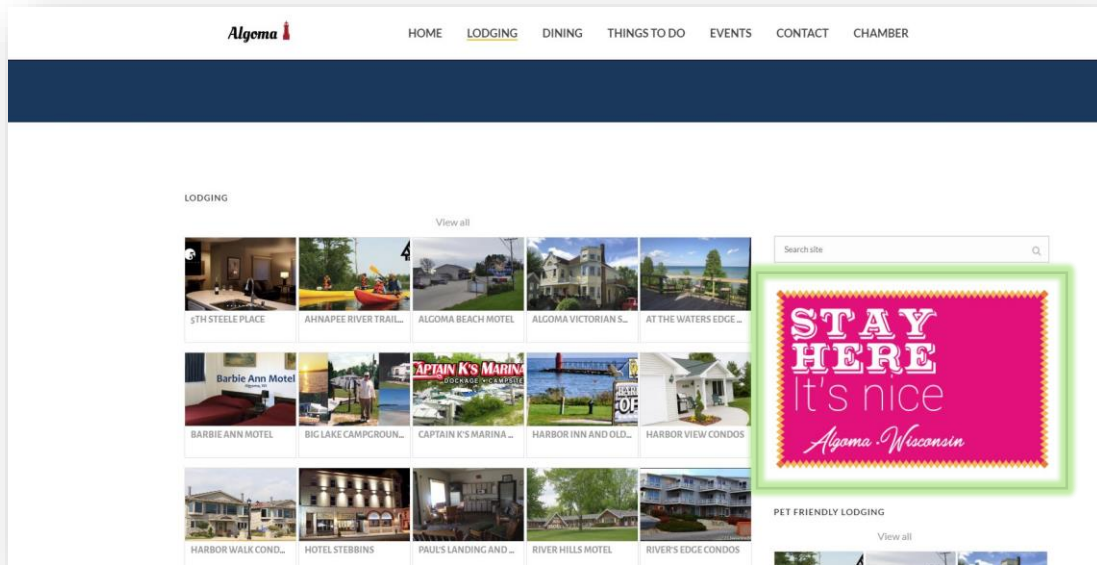
- **Pet Friendly Lodging Page Ad (Limit 2)** \$50.00
 Our pet friendly lodging page www.algoma.org/pet was viewed over 500 times in 2018. Let this specific audience know your business caters to pets. Ad size 450x300 pixels.



- **Dining Page Ad (Limit 2)**..... \$100.00
 Our dining page www.algoma.org/dining had over 2,000 hits and ranked #15 for our website pages. Ad size 450x300 pixels.



- **Lodging Page Ad (Limit 1)**..... \$200.00
 Lodging www.algoma.org/lodging ranked #9 in our web pages and drew 3,300 views. Ad size 450x300 pixels.



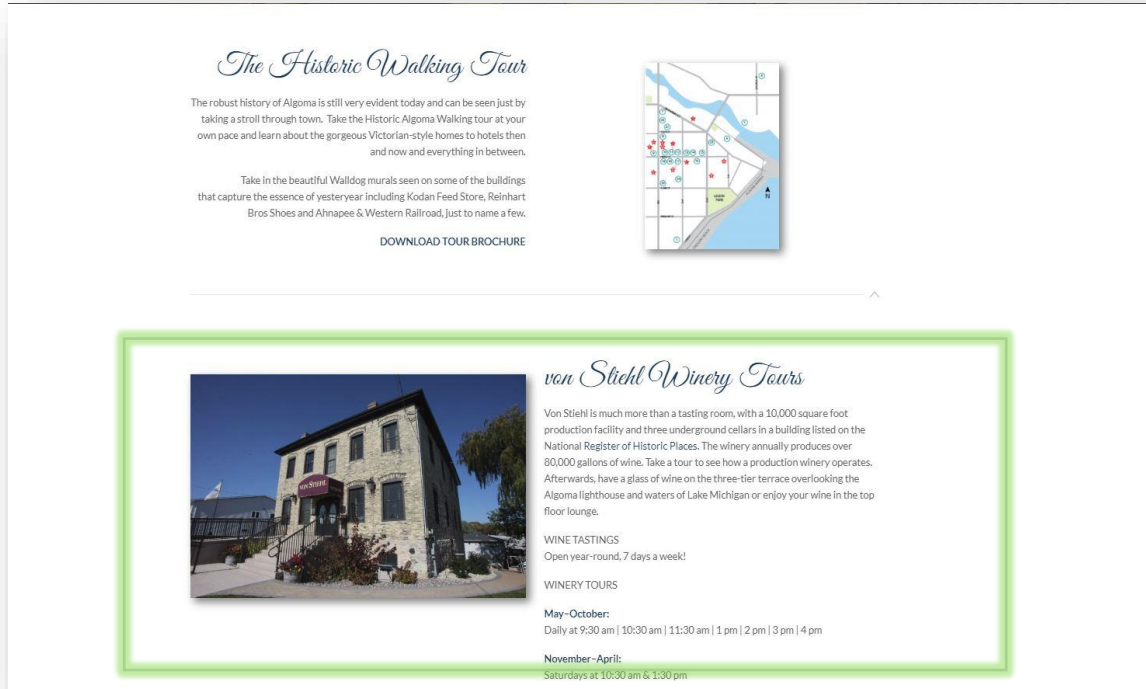
- **Pop Up Ad (limit 2)** \$250.00
 Triggered after 5 seconds, of scrolling, this pop up ad is set to appear on our top ten pages. Direct traffic straight to your website or Facebook.



Integration into Page..... \$400.00

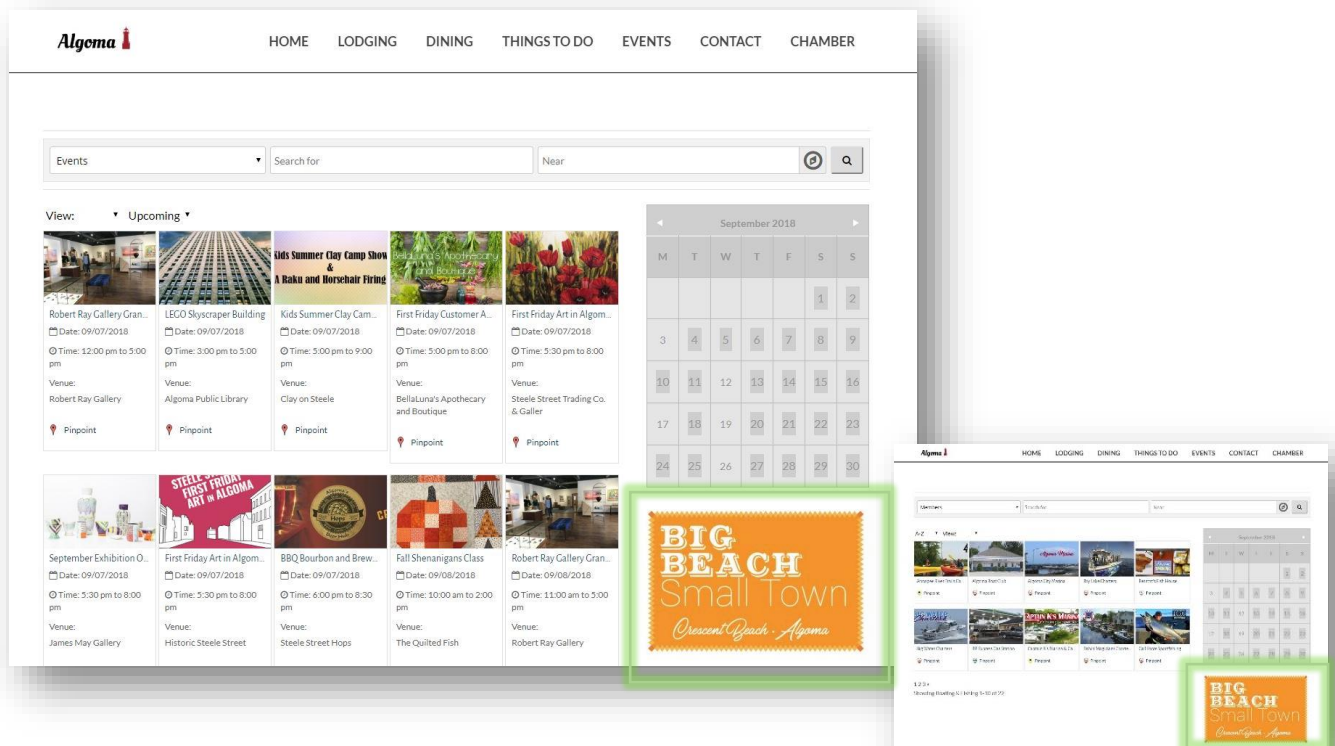
Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation or Shopping pages. Users won't even recognize that the placement is an advertisement. Example: von Stiehl Winery inserted into Attractions page.

www.algoma.org/attractions



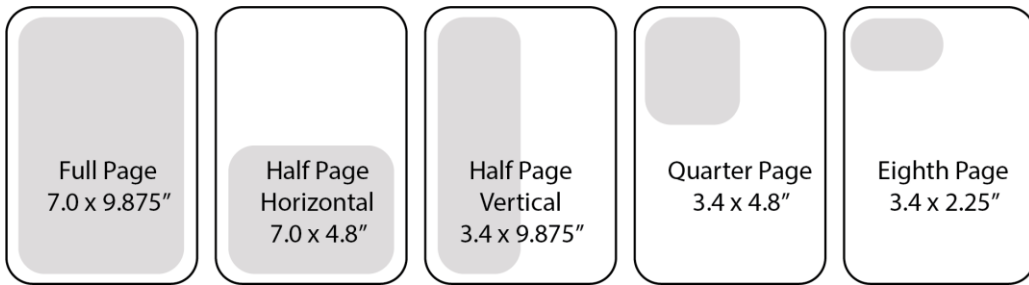
Events Page Ad..... \$500.00

By far our most popular page, Events was viewed 18,000 times. Your ad will also appear in each category page, ensuring it is visible on over 40% of the website.



Guidebook Advertising

- | | | |
|--------------------------|---------------------------------|----------|
| <input type="checkbox"/> | Outside Back Cover | \$800.00 |
| <input type="checkbox"/> | Inside Front Cover | \$700.00 |
| <input type="checkbox"/> | Inside Front Cover Facing | \$700.00 |
| <input type="checkbox"/> | Inside Back Cover Facing | \$700.00 |
| <input type="checkbox"/> | Inside Back Cover..... | \$700.00 |
| | | |
| <input type="checkbox"/> | Full Page..... | \$525.00 |
| <input type="checkbox"/> | Half Page..... | \$375.00 |
| <input type="checkbox"/> | Quarter Page..... | \$300.00 |
| <input type="checkbox"/> | Eighth Page..... | \$200.00 |



Graphic Design Service

All artwork and advertisements must be sent in acceptable digital format by November 15 or additional charges may be added.

ADVERTISING TOTAL.....\$ _____

Signed _____ Date _____