



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

2022 Advertising Options

Guidebook Advertising 2022

Business Name: _____

Free Friendly Algoma Guidebook Standards Line Listing Category Listing Dot on Map

Guidebook Add-Ons:

| | | |
|--|--|--|
| <input type="checkbox"/> Outside Back Cover - \$800 | <input type="checkbox"/> Inside Front Cover - \$700 | <input type="checkbox"/> Inside Front Cover Facing - \$700 |
| <input type="checkbox"/> Inside Back Cover Facing - \$700 | <input type="checkbox"/> Inside Back Cover - \$700 | <input type="checkbox"/> Full Page (7.0 x 9.875") - \$525 |
| <input type="checkbox"/> Half Page Horizontal (7.0 x 4.8") \$375 | <input type="checkbox"/> Half Page Vertical (3.4 x 9.875") \$375 | <input type="checkbox"/> Quarter Page (3.4 x 4.8") \$300 |
| <input type="checkbox"/> Eighth Page (3.4 x 2.25") - \$200 | | |

Ad Artwork Options

New ad artwork will be submitted Use 2021 ad Use 2021 ad with some changes Create us an ad (additional charges may apply)

All artwork and ads must be sent in acceptable digital format (high resolution vector files) by **November 15** or additional changes may be added. If you need changes made to your ad, please contact the Chamber by **November 1**.

GUIDEBOOK TOTAL: _____

Additional Advertising Opportunities 2022

Free Standard Website Listing Free Display Your Rack Card/Business Card in the Visitor Center

Visitor Center Entryway Advertising Add-Ons

Visitor Center Entryway Rack Card Display (limit 15) - \$40 Add your rack card to the entryway which is accessible from sunup to sundown daily and visible to a wider audience! Maximum size: 5.5" wide.

Website Advertising Add-Ons

Enhanced Website Listing - \$100 Ten additional photos or PDFs and 150 extra words to describe your business. Post your open hours, a menu PDF, photos of your products or business.

Website Category Listing Ad - \$75 Limit 1 per category, 44 categories available. 1140x100 pixel ad featured prominently when someone searches for a specific category. Example ad: <https://visitalgomawi.com/places/home-improvement/>

Pet Friendly Lodging Page Ad - \$50 Limit 2. 450x300 pixel ad let's this specific audience know you cater to pets.algoma.org/pet

Dining Page Ad - \$100 Limit 2. 450x300 pixel ad. algoma.org/dining

Lodging Page Ad - \$200 Limit 2. 450x300 pixel ad. algoma.org/lodging

Pop-up Ad - \$250 Limit 2. Appears on our top 10 pages. Triggered after 5 seconds of scrolling, directs traffic to your website or social media page.

Seamless Page Integrated Ad - \$400 Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation, or Shopping, pages.

Events Pages Ad - \$500 Limit 1. Our most popular pages, 450x300 pixel ad appears on the sidebar of each individual event page.

ADDITIONAL ADVERTISING TOTAL: _____ **ADVERTISING GRAND TOTAL:** _____
 See ad sample sheet for additional information.

Please mail this form and check made payable to Algoma Area Chamber of Commerce 1226 Lake St. Algoma, WI 54201 by **November 15, 2021 in order for your ad to appear in the 2022 Friendly Algoma Visitor Guide**. Website advertisements are on a first come, first-served basis and can be added at any time.

Signed _____ Date _____