



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

2023 Advertising Options

Updated DECEMBER 5, 2022 Items crossed out have already been taken.

Guidebook Advertising 2023

Business Name

as you wish it to appear in the guidebook:

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 2022 ad Use 2022 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**.

*You must indicate what changes are needed.

** You must supply the ad content (logo, photos, text)

GUIDEBOOK TOTAL:

Additional Advertising Opportunities 2023

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, 2022 in order for your ad to appear in the 2023 Friendly Algoma Visitor Guide**. Website advertisements are on a first come, first-served basis and can be added at any time.

Signed _____ Date _____