



1226 Lake St.  
Algoma, WI 54201  
(920) 487-2041  
algomachamber.org

## 2024 Algoma Area Chamber of Commerce Advertising Options Contract

2024 Friendly Algoma Guidebook Advertising			
Business Name Exactly as you want it to appear in the guidebook			
Free, Included Friendly Algoma Standards:		Category Line Listing (s)	Dot on map if applicable
Guidebook Ad Options			
*Lock in 2023 rates by returning the 2024 Ad Contract with payment by 11/1/23. After 11/1/23, 2024 rates apply. (1st \$ = 2023//2nd \$ = 2024)			
Choose Ad Option(s)		Price	Total
<del>Outside Back Cover (8.5"wx11"t) First come, first served.</del>	<del>Taken</del>	<del>\$800/\$850*</del>	
<del>Inside Front Cover (8.5"wx11"t) First come, first served.</del>	<del>Taken</del>	<del>\$700/\$750*</del>	
<del>Inside Front Cover Facing (8.5"wx11"t) First come, first served.</del>	<del>Taken</del>	<del>\$700/\$750*</del>	
Inside Back Cover Facing (8.5"wx11"t) First come, first served.		\$700/\$750*	
<del>Inside Back Cover (8.5"wx11"t) First come, first served.</del>	<del>Taken</del>	<del>\$700/\$750*</del>	
Inside Full Page (8.5"wx11"t)		\$525/\$575*	
Half Page	horizontal (7.75"w x 4.75"t)      vertical (5"wx 7.25"t)	\$375	
Quarter Page	horizontal (7.75"w x 2.25"t)      vertical (2.5 "w x 7.25"t )	\$300	
<b>NEW</b> One Sixth Page	horizontal (2.125"w x 5"t)      vertical (2.5"w x 4.75"t)	\$215	
<b>NEW</b> One-Third Page	horizontal. (3.125"w x 7.75"t)      vertical (2.5"w x 10.25"t)	\$350	
Ad Artwork Options			
**Friendly Algoma ad sizes have changed with the book redesign. To view new ad size samples please see the 2024 Algoma Area Chamber of Commerce Friendly Algoma Ad Size Samples document.			
New, resized ad artwork will be submitted		Please resize exact 2023 ad for us	
Please resize 2023 ad w/changes. Min. \$25 charge		Please create a new ad for us. Min. \$25 charge	
If the Chamber will resize or create an ad for you, all requests and materials must be submitted by <b>November 1, 2023</b> . Ads of comparable size will be resized at no charge (ex. ¼ page to new ¼ page dimensions).			
All artwork must be submitted in acceptable digital format (high-resolution vector files) by November 15, 2023, or additional charges may apply.			
<b>Guidebook Ad Total</b>			

See page 2 for additional advertising options and ad payment information

> Revised 10.23.23

2024 Additional Advertising Opportunities		
<b>Website Advertising</b> <a href="http://visitalgomawi.com">visitalgomawi.com</a>		
Free, standard website listing includes 1 photo and a paragraph or two of text, basic contact information, and links to your site and social media channels.		
<b>Website Advertising Add-Ons</b> See the Web and Other Ad samples sheet.		
Ad type	Price	Total
Enhanced Website Listing - 10 total photos or PDFs, 150 extra words. Ex: hours, a menu, product photos.	\$100	
Website Category Listing Ad - Limit 1 per category. 1140x100 pixel ad featured prominently when someone searches for a specific category. First come, first served. Indicate desired category page:	\$75	
Pet Friendly Lodging Page Ad - Limit 2. 450x300 pixels. <a href="http://algoma.org/pet">algoma.org/pet</a>	\$50	
Dining Page Ad - Limit 2. 450x300 pixels. <a href="http://algoma.org/dining">algoma.org/dining</a>	\$100	
Lodging Page Ad - Limit 2. 450x300 pixels. <a href="http://algoma.org/lodging">algoma.org/lodging</a>	\$200	
Seamless Page Integrated Ad - Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation, or Shopping, pages	\$400	
Ad artwork will be provided (72dpi, .jpg, .png, .gif) Create an ad for us (additional charges may apply)		
<b>Web Ad Total</b>		
<b>Visitor Center Advertising Add-Ons</b>		
Free – display your rack card/business card/menu on the interior rack wall in the Visitor Center		
<b>Visitor Center Entryway Options</b> Entryway is open 365 days a year from sunup to sundown and visible to a wider audience!		
Visitor Center Entryway Rack Card Display (limit 15). Add your rack card to the entryway. Maximum size: 5.5" wide.	\$50	
<b>New option: Yodeck.</b> Yodeck is our digital monitor that broadcasts in the entryway. Your ad will rotate along with two weather screens, a maximum of 10 ads, and show for a minimum of 8 seconds. Image size = 7 x 5". File formats: 72dpi, .jpg, .png, .gif		
Yodeck Digital Ad January 1 – December 31, 2024 Ad artwork will be provided Create us an ad (additional charges may apply)	\$75	
<b>Yodeck Ad Total</b>		
<b>Guidebook Ad Total from page 1</b>		
<b>Web Ad Total</b>		
<b>Additional Advertising Grand Total</b>		
<b>Algoma Area Chamber of Commerce Ad Payment Options</b>		
Semi Annual Payment – 50% plus \$25, remaining 50% billed in April 2024		Payment in Full
Amount enclosed	Please email or mail an invoice to	
Please mail this form and check made payable to <b>Algoma Area Chamber of Commerce 1226 Lake St. Algoma, WI 54201</b> by <b>November 1, 2023 for early-bird rates</b> . All Chamber-created ad orders must be submitted by November 1, 2023. Final deadline is <b>November 15, 2023</b> , for your ad to appear in the redesigned 2024 Friendly Algoma Visitor Guide. Website advertisements are on a first-come, first-served basis and can be added at any time.		
I understand this contract is a binding contract.		
Signed	Date	