

# Swell Contract



Promote your business and reach leaders in our community by advertising in the Swell E-newsletter. This popular weekly publication is read by **more than 3,000** people throughout the Brainerd Lakes Area and is a great way to publicize your business events, sales, and news. Utilize your Chamber membership and let us help you market your business in a way that is engaging, effective, and affordable.

## Pick Your Ad

**\$25 GOOD AD**

Includes a logo or graphic image, headline, 25 words of text and a hyperlink.

**\$50 BETTER AD**

Includes a logo, headline, subhead, 50 words of text, and the option for an offer button that can hyperlink to a specific URL.

**\$80 BEST AD**

Includes a large photo, logo, headline, subhead, 100 words of text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment!

**\$125 IMPACT AD**  
**- Top Placement!**

The same XL size as our Best Ad with exclusive top placement as well as a mention in the email subject line! **Chamber Staff will contact you.**



### Cost Stated is For One-Time Ad Placement

Date(s) to run (Fridays only) \_\_\_\_\_

Total # of ads to run \_\_\_\_\_ Total Cost \_\_\_\_\_

Company Name \_\_\_\_\_

Authorized Representative \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

Invoice Member

PAYMENT

Credit Card Payment     VISA     MasterCard     Amex    Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_ ZIP Code \_\_\_\_\_

Events, promotions & sales are eligible for advertising. The Chamber will not accept political advertising for candidates or committees. Chamber staff will review text for appropriateness and grammar. Swell is limited to one promotion per week, per business/organization.

Formatting (text justification, font attributes, etc.) will be at the Chamber's discretion. Text and graphics must be received by **Wednesday at 12 PM, prior to publication.** Graphic files must be emailed in a .jpg format. No proofs will be provided, so please provide specific directions and ensure accuracy of information.

Your signature confirms your acceptance of all items in this agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Email all content for your ad to Donna Ehnert: [Donna@BrainerdLakesChamber.com](mailto:Donna@BrainerdLakesChamber.com)

Fax this contract: 218.829.8199 | Email this contract: [Donna@BrainerdLakesChamber.com](mailto:Donna@BrainerdLakesChamber.com)



**Welcome to Cragun's Resort on Gull Lake!**



*We specialize in making vacation memories that last a lifetime.*

This is the **Impact Ad - Top Placement!** This ad costs \$125 and is the same XL size as our Best Ad with exclusive top placement in the email as well as a mention in the email subject line! This ad also includes a large photo, logo, headline, subhead, 100 words of supportive text, and the option for an offer button that can link to a specific URL. Chamber Staff will be in contact to collaborate on your promotion.

[Learn More!](#)



**Christmas in Crosby! December 3, 2018, 4-7 PM**



*Fun for the Whole Family!*

This is the **BEST** Ad. This ad costs \$90 and includes a large photo, logo, headline, subhead, 100 words of supportive text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment!

*Cost is \$0, FREE to the public. Come out and enjoy the festivities!*

[Learn More!](#)

**Save More with the Cub App! Download Today!**



*Plan, Scan, and See the Savings!*

This is the **BETTER** Ad. This ad costs \$50 and includes a logo or graphic image, headline, subhead, 50 words of supportive text, and the option for an offer button that can link to a specific URL. Be creative and see results in your web traffic and return on investment!

Visit our website: [www.Cub.com](http://www.Cub.com) for details!

[Shop Now!](#)



Landsburg Landscape Nursery!

This is a **GOOD** ad. This ad costs \$35 and includes a logo or graphic image, headline, and 25 words of text and a hyperlink.

[Learn More!](#)



Host Your Next Meeting with Us!

This is a **GOOD** ad. This ad costs \$35 and includes a logo or graphic image, headline, and 25 words of text and a hyperlink.

[Learn More!](#)

**Swell** promotional e-newsletter  
is sent every Friday. Ads must be submitted  
by Wednesday prior to run date.

**Impact Ad – Top Placement! = \$125**

Placement .....	Top placement in Newsletter
Email Subject Line .....	Your promotion mentioned
Large photo .....	680 x 390 pixels (max. width)
Logo .....	75 x 90 pixels
Headline .....	Up to 10 Words
Subhead .....	Up to 8 Words
	100 words of supportive text. Option for an offer button that can link to a specific URL.



**Best Ad = \$80**

Large photo .....	680 x 390 pixels (max. width)
Logo .....	75 x 90 pixels
Headline .....	Up to 10 Words
Subhead .....	Up to 8 Words
	100 words of supportive text. Option for an offer button that can link to a specific URL.

**Better Ad = \$50**

Logo/Graphic .....	200 x 115 pixels (max. width)
Headline .....	Up to 9 Words
Subhead .....	Up to 8 Words
	50 words of supportive text. Option for an offer button that can link to a specific URL.

**Good Ad = \$25**

Logo/Graphic .....	200 x 125 pixels (max. width)
Headline .....	Up to 5 Words
	25 words of supportive text. Option for a hyperlink to a specific URL.