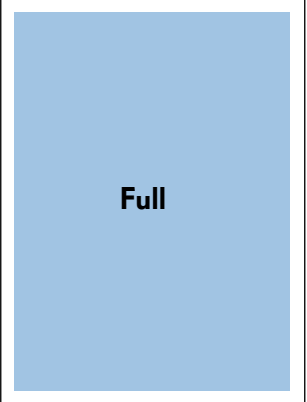
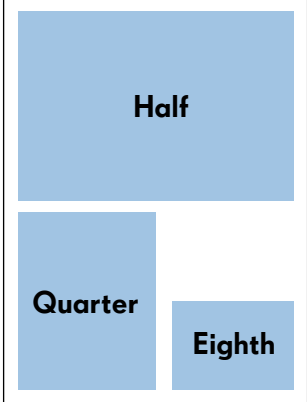


ADVERTISING AGREEMENT

By advertising you are guaranteed to receive prime exposure in our premier guide. The Activities Guide is the first resource for visitors, and more than 70,000 copies are distributed each year. See your business in the spotlight as we promote your events throughout the year.

The Indiana Dunes Activities Guide is distributed to:

- Attractions and museums
- Festivals and events
- Hotels and bed and breakfasts
- IDT Visitor Center
- Media and travel writers
- Meeting planners
- Toll road rest stops
- Traveling sports teams
- U.S. and international visitors
- Valparaiso University visitors

		<table><tr><td>Premium Placement</td><td>\$3,000</td></tr><tr><td>Full Page</td><td>\$2,500</td></tr><tr><td>Half Page</td><td>\$1,450</td></tr><tr><td>Quarter Page</td><td>\$750</td></tr><tr><td>Eighth Page</td><td>\$500</td></tr></table>	Premium Placement	\$3,000	Full Page	\$2,500	Half Page	\$1,450	Quarter Page	\$750	Eighth Page	\$500
Premium Placement	\$3,000											
Full Page	\$2,500											
Half Page	\$1,450											
Quarter Page	\$750											
Eighth Page	\$500											

Art Requirements:

You provide copy and photo (300 dpi). Copy should be in third person. It should read as if a travel writer wrote it (or we can edit it). Cost includes one round of revisions. Additional rounds are \$70.

Full Page: 8.5 X 11

Includes one large photo and up to three smaller inset photos, business name as headline, subhead of 30 words max, body copy of 225 words max, plus hours address, phone number, website address, and email address.

Half Page: 8.5 X 5.5 OR 4.25 X 11

Includes max of two photos: one "main" shot and one inset, business name as headline, subhead of 15 words maximum, body copy of 175 words max, plus hours, address, phone number, website address, and email address.

Quarter Page: 4.25 X 5.5

Includes one photo only, business name as headline, subhead of six words max, body copy of 75 word max plus hours, address, phone number, website address, and email address.

Eighth Page: 3 X 4

Includes one photo, business name as headline, body copy of 40 words max, plus hours, address, phone number, website address, and email address. There is no subhead in eighth page ads.

Display case in Visitor Center

26 W X 45 V x 12 D (two adjustable shelves)

5.625 X 4.5 display case

January, February, March	\$75
April, May, June	\$225
July, August, September	\$225
October, November, December	\$75

Niche guides

Sponsorship in niche publications: Fishing Guide, Birding Guide, Biking Map, Paddling Map, and Outdoor Adventures Guide

Includes the following provided by the advertiser:

- One photo
- Business name
- Body Copy
- Hours, address, and phone
- Web address and email address

Placement in niche guides

Premium placement	\$2,000
Sponsor ad	\$1,500
Outdoor itinerary	\$1,000

Web ads by DTN

Includes the following provided by the advertiser:

- One digital photo (best available quality)
- Business name (max four words)
- Descriptive copy (max four words)

Cost includes creative developed by outside team as needed.

Web banner ad

We are proud to partner with DTN for web advertisements. Please see their info for pricing and types of ads.

Please use the separate DTN contract when you sign your agreement.

Start date:

End date:

Other details:

Dunes Deals

5.625 X 4.5 coupon

Includes the following provided by the advertiser: Logo, business name as headline, body copy of 30 words maximum, plus hours, phone number, website address, and email address.

Dunes Deals

Full page coupon	\$150
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ADVERTISING AGREEMENT

Date: _____
Company name: _____
Contact name: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____ Mobile: _____
Fax: _____ Web: _____
Additional instructions: _____

Authorized by: _____ Title: _____
Signature: _____ Sales rep: _____

Your ad cost

Base ad rate	+ \$	_____
Additional revisions	+ \$	_____
Total	+ \$	_____

Payment type

Cash	Check	Check by phone
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TERMS AND CONDITIONS: This insertion order represents confirmation of the agreement between agency/advertiser and Indiana Dunes Tourism. Ads NOT PAID IN FULL will NOT be included in the Indiana Dunes Activity Guide.