

ACTIVITIES GUIDE

- Our premier guide and the first resource for visitors
- More than 70,000 copies are distributed each year

By advertising you are guaranteed to receive prime exposure in the guide. If you do not advertise, you could miss being spotlighted as we highlight different venues each year.

The Indiana Dunes Country Activities Guide is distributed to:

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

ART REQUIREMENTS

Advertiser provides copy and photo (300 dpi). Copy should be in the 3rd person. It should read as if a travel writer wrote it (or we can edit it). Cost includes one round of revisions. Additional rounds of revisions are \$70.

FULL PAGE: 8 1/2" X 11"

Includes one large photo and up to 3 smaller inset photos, business name as headline, subhead of 30 words max, body copy of 225 words maximum, plus hours, address, phone number, website address and email address.

HALF PAGE: 8 1/2" X 5 1/2" OR 4 1/4" 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 maximum, plus hours, address, phone number, website address and email address.

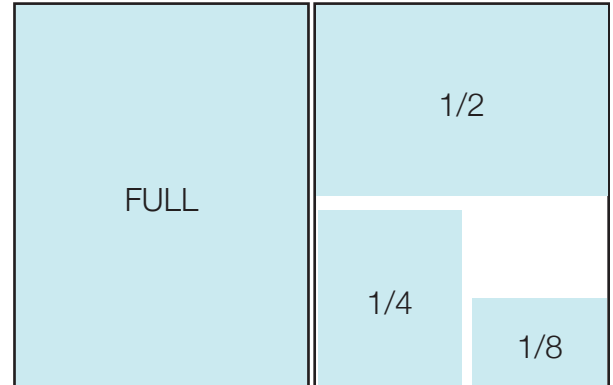
QUARTER PAGE 4 1/4" X 5 1/2"

Includes one photo only, business name as headline, subhead of 6 word maximum, body copy of 75 word maximum, plus hours, address, phone number, website address and email address.

1/6 page: 3" x 4"

Includes one photo, business name as headline, body copy of 40 words maximum, plus hours, address, phone number, website address and email address. There is no subhead in 1/6 page ads.

To download last year's guide, please visit:
www.indianadunes.com/destination-guides



ACTIVITIES GUIDE	
<input type="checkbox"/> Premium Placement	\$3,000
<input type="checkbox"/> Full Page	\$2,500
<input type="checkbox"/> 1/2 Page	\$1,450
<input type="checkbox"/> 1/4 Page	\$750
<input type="checkbox"/> 1/6 Page	\$500

Advertising Agreement

Advertising Sales Contact

Julie Brown
 1215 North State Rd. 49
 Porter, IN 46304
 Julie@IndianaDunes.com
 Phone: (219) 926-2255



www.IndianaDunes.com

DISPLAY CASES

26" W x 45" V x 12" D (two adjustable shelves)
Provides space for advertiser to showcase product or services.

DISPLAY CASES (5.625" X 4.5")	
<input type="checkbox"/> Jan, Feb, March	\$50
<input type="checkbox"/> April, May, June	\$150
<input type="checkbox"/> July, Aug, Sept	\$150
<input type="checkbox"/> Oct, Nov, Dec	\$50

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, phone, web address and email address.

NICHE GUIDES	
<input type="checkbox"/> Premium Placement	\$2,000
<input type="checkbox"/> Sponsor Ad	\$1,500
<input type="checkbox"/> Outdoor Itinerary	\$1,000

WEB ADS by DTN

Includes the following provided by the advertiser: One digital photo (best available quality). Business name: maximum 4 words. Descriptive copy: maximum 4 words. Cost includes creative developed by outside team as needed.

WEB BANNER AD	
<ul style="list-style-type: none"> 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 5/8" X 4.5" COUPON

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

DUNES DEALS	
<input type="checkbox"/> Full Page Coupon	\$150

Advertising Agreement



Date: _____
 Company Name: _____
 Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____
 Phone: _____ Cell Phone: _____
 Fax: _____ Web: _____
 Additional Instructions: _____

Authorized By: _____ Title: _____
 Signature: _____ Sales Rep: _____

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 Country Activity Guide.

YOUR AD COST	
<input type="checkbox"/> Base Ad Rate	+ \$ _____
<input type="checkbox"/> Additional Revisions	+ \$ _____
<input type="checkbox"/> Total	+ \$ _____
PAYMENT TYPE	
<input type="checkbox"/> Cash	<input type="checkbox"/> Check
<input type="checkbox"/> Check by phone	

Payments are due 30 days from invoice date. Late fees will be applied to invoices not paid on time.