



# OTTER TAIL LAKES COUNTRY COMMUNITY COLLABORATIVE MEMBERSHIP PACKAGES

## FEATURES

	CLAM DIGGER (LIMIT 12) <b>\$3,000</b>	TAIL SLAPPER (LIMIT 12) <b>\$2,000</b>
Custom Community Stories	2	1
Newsletters	2	1
City Profile on Website	2	1
Magazine Feature		
Website Profiles		
Content in Magazine		
Events on OTLC & Explore MN Tourism Calendars		
"What's Happening" Facebook Post		
Website Ad Recommendations		
Community Video		
"Meet the Locals" Video		

### ALL MEMBERSHIP INCLUDES:

- \* Free OTLC Publications
- \* Find Your Inner Otter Merchandise Marketing
- \* Access to state & local advocacy

## JOIN TODAY!

Otter Tail Lakes Country Association  
520 W. Fir Avenue, Fergus Falls, MN 56537  
Contact **Marie Noplos**, Marketing & Membership Coordinator  
Office 218-998-8052 • Mobile 218-770-8208 • Toll Free 1-800-423-4571  
[marketing@ottertailcountry.com](mailto:marketing@ottertailcountry.com)

OTTERTAILLAKESCOUNTRY.COM



# OTTER TAIL LAKES COUNTRY COMMUNITY COLLABORATIVE ADVERTISING OPPORTUNITIES

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

This insertion order represents confirmation of the agreement between Agency/Advertiser and Otter Tail Lakes Country Association. Full payment will be due on or before September 1, 2019

Authorized by: \_\_\_\_\_ Title: \_\_\_\_\_

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

## MEMBERSHIP

I would like:

- Clam Digger
- Tail Slapper

Membership Investment:

\$ \_\_\_\_\_

## ADVERTISING

I would like this size ad in the 2020 Destination Magazine:

- Inside Front Cover
- 2 Page Spread
- Full Page
- 1/2 Page
- 1/4 Page - Vertical
- 1/4 Page - Horizontal
- 1/6 Page - Vertical
- 1/6 Page - Horizontal

Ad Investment: \$ \_\_\_\_\_

**TOTAL: \$**

Print & Digital Magazine	Clam Digger	Tail Slapper	Belly Slider	Width	Height
Discounted Advertising	25%	15%	5%		
2 Page Spread \$4,000*	\$3,000	\$3,400	\$3,800	16.75"	10.875"
Inside Front Cover \$3,000*	\$2,250	\$2,550	\$2,850	8.375"	10.875"
Full Page \$2,000*	\$1,500	\$1,700	\$1,900	8.275"	10.875"
1/2 Page \$1,000*	\$750	\$850	\$950	7.785"	5"
1/4 Page - Vertical \$585*	\$439	\$497	\$556	3.8125"	5"
1/4 Page - Horizontal \$585*	\$439	\$497	\$556	2.45"	5"
1/6 Page - Vertical \$400*	\$300	\$340	\$380	2.45"	5"
1/6 Page - Horizontal \$400*	\$300	\$340	\$380	7.875"	1.6"

*\*For all ad specifications contact Marie Noplos*

## DEADLINES

<b>Payment:</b> September 1, 2019	<b>Artwork:</b> November 1, 2019	<b>Ad Approval:</b> October 1, 2019	<b>Publication:</b> January 2020
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## STORY CONCEPTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_