

## Graphic Ad–Homepage

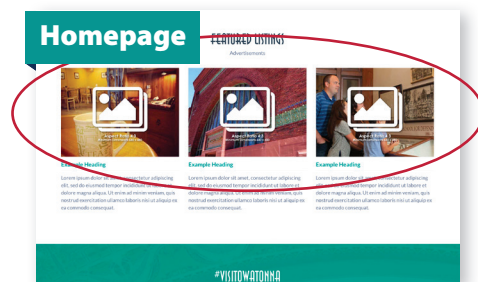
VISITOWATONNA.ORG

- Available to: Retail, Dining, Attractions, and Events

### RATES:

Full year: \$890  
Per month: \$85

\*See Terms & Conditions/Graphic Ad Details for more information.



## Graphic Ad–Sidebar

VISITOWATONNA.ORG

- Available to: Retail, Dining, Attractions, and Events

### RATES:

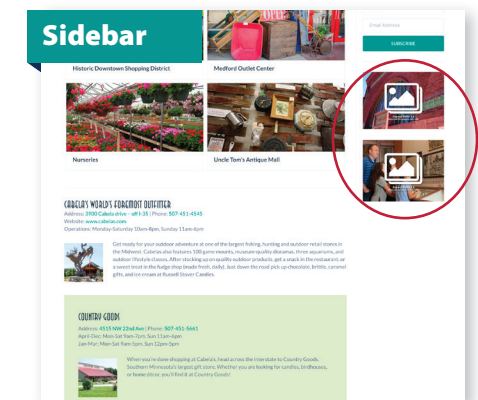
#### TIER 1:

- One page for a full year: \$690
- Two or more pages for a full year: \$590 each
- Per month: \$70

#### TIER 2:

- One page for a full year: \$500
- Two or more pages for a full year: \$425 each
- Per month: \$50

\*See Terms & Conditions/Graphic Ad Details for Tier description/details.



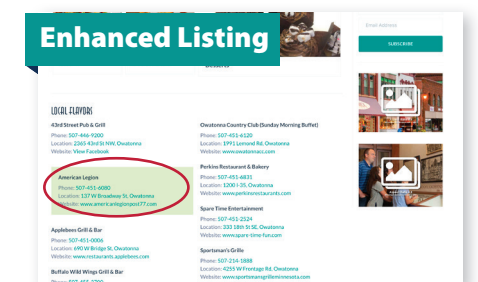
## Dining/Shopping Guide Enhanced Listings

VISITOWATONNA.ORG

- Available to: All businesses listed in dining and shopping guides
- This feature will highlight your business to make it stand out amongst the others!

### ANNUAL RATE:

Online Enhanced Listing: \$60



## TERMS & CONDITIONS

### Start Dates and End Dates:

All ads start on the first day of the month of the Start Month and end on the last day of the month of the End Month. Advertisers must allow ten (10) business days from the time of receipt of contract and payment for any ad buy to be activated.

### Responsibility for Monitoring:

The Advertiser agrees to be responsible for reviewing their advertising on www.visitowatonna.org on a regular basis. Any problems found by the Advertiser must be reported in a timely manner, in writing (emails acceptable) to the appropriate Owatonna Tourism staff. Please include a screenshot. If a problem is found to have occurred that caused the Advertiser to not receive services contracted for, reimbursement for any loss of services will be limited to the specific contract line item and for a maximum of one month prior to the discovery and notification to Owatonna Tourism.

### Contracts and Payment:

For all advertising with Visit Owatonna, a written contract and payment in full is required before any advertising is activated. Online Advertisers must allow ten (10) business days from time of receipt of contract and payment for an ad buy to be activated.

### Graphic Ad Details:

- Tier 1: Calendar of Events, Where to Eat, Attractions, Shopping
- Tier 2: All pages not listed as Tier 1, except lodging page

Annual Purchase Graphical Ads must be paid in full by December 22, 2016

### Homepage Graphic Ad Specifications:

Graphic: Submit up to 3 photos (1 photo will be chosen)  
Copy: Please submit up to 35 words of copy describing your event, business, or attraction  
Submit click through URL

### Sidebar Graphic Ad Specifications:

- Aspect Ratio: 4:3
- Minimum Dimensions: 640x480
- Resolution: 72 dpi
- Acceptable file formats: JPG, PNG, PDF

### Disclaimer and Discretion:

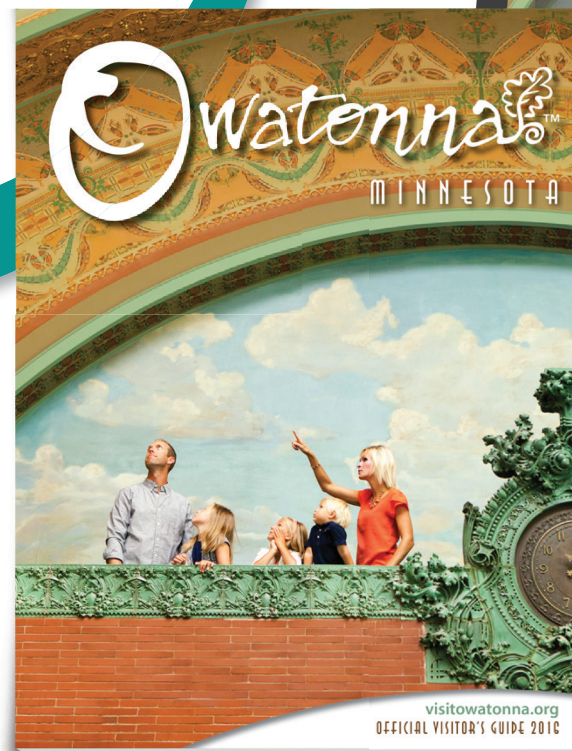
Owatonna Tourism tracks user statistics via Google Analytics. We do not guarantee viewer statistics in our advertising sales. Owatonna Tourism reserves the right to alter visitowatonna.org, including, but not limited to, appearance, navigation and architecture at any time at its discretion. The purchase of advertising space has no relationship to editorial coverage on the VisitOwatonna.org website or in the Owatonna Visitor Guide.

Please email advertising content to **Bridget at: bhayes@owatonna.org**. For larger files, please upload to **Dropbox (bhayes@owatonna.org)**



# 2017 ADVERTISING OPPORTUNITIES

VISIT OWATONNA



## Visitor Guide

2016 DISTRIBUTION: 22,000

### DISTRIBUTION AREA

#### OUTSIDE OF OWATONNA:

- MN Visitor Centers
- Travel Information Centers throughout the tri-state area
- Mall of America-Bloomington, MN
- Regional Tradeshows
- visitowatonna.org Visitor Guide Requests
- Monthly lead mailings

#### IN OWATONNA:

- ALL Owatonna Lodging Properties & Campgrounds
- Welcome Bags for Owatonna Events and Conventions
- Local Businesses
- Local Gas Stations
- Local Attractions

The Owatonna Area Chamber of Commerce & Tourism is the official Tourism Resource. Our Visitor Guide and Website reach in and BEYOND Owatonna and Steele County.

## VisitOwatonna.org

- Launched redesign on May 25th, 2016
- Mobile-friendly
- New in 2016: Complete dining and shopping guides, Historic Downtown page, Plan Your Visit section, Reunions page, Venue search on Meetings page

### ANALYTICS FROM visitowatonna.org

- 54% increase in sessions (2016 vs 2015)
- 44,323 sessions so far in 2016
- 58% increase in users (2016 vs 2015)

# ADVERTISING OPPORTUNITIES WITH VISIT OWATONNA

Owatonna tourism partners are invited to purchase advertising in the Official Owatonna Visitor Guide and VisitOwatonna.org website. Advertising is open to local dining, retail, attractions and events. Entities must do business in Owatonna, and only the Owatonna location can be advertised. Visit Owatonna reserves the right to refuse any advertising it deems not in the best interests of Owatonna Tourism.

Owatonna Area Chamber of Commerce and Tourism  
320 Hoffman Dr. | Owatonna, MN 55060  
800.423.6466 | visitowatonna.org



## Local Finds Advertorial Section | VISITOR GUIDE & VISITOWATONNA.ORG

- Available to: Retail & Dining
- New in 2017
- Sold Annually

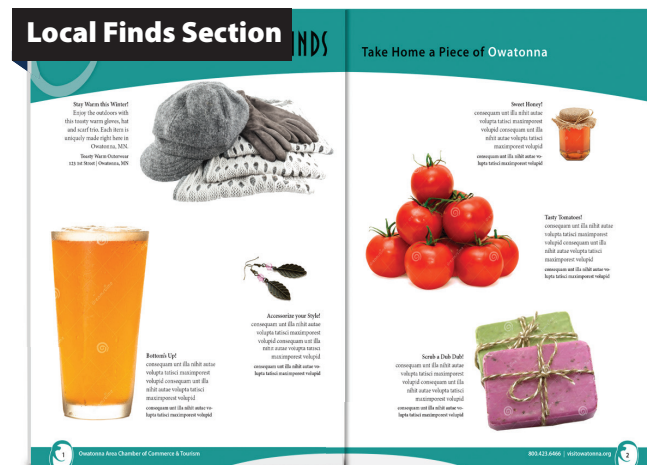
This section will showcase handcrafted/local products and where they can be purchased throughout Owatonna. Let's help entice the visitor to take home a piece of Owatonna! Space is limited!

### RATES & CREATIVE GUIDELINES:

#### 1/6 Page: \$200

- Address (where product can be found)
- Website (store or business)
- Up to 30 words of text describing your product
- Submit up to 3 photos of your product (1 photo will be chosen).
- Photos must be at least 300 dpi

\* Purchase two 1/6 page ads to increase your product image size to 1/3 page OR buy two individual 1/6 page ads: \$350



#### Sample Text

#### Stay Warm this Winter!

Enjoy the outdoors with this toasty warm gloves, hat and scarf trio. Each item is uniquely made right here in Owatonna, MN.

**Toasty Warm Outerwear**  
123 1st Street | Owatonna, MN



### DEADLINES:

Space Reservation: 10/21/16  
Materials Submission: 11/4/16  
Approval for Print: 11/18/16

Please email advertising content to Bridget at: [bhayes@owatonna.org](mailto:bhayes@owatonna.org). For larger files, please upload to Dropbox ([bhayes@owatonna.org](mailto:bhayes@owatonna.org))

## Coupon Section | VISITOR GUIDE & VISITOWATONNA.ORG

- Available to: Retail, Dining, Attractions, & Events
- Sold Annually

### RATES & CREATIVE GUIDELINES:

#### 1/5 Page: \$275

- Logo (vector art preferred)
- Address, phone number, website
- Coupon Offer
- Up to 40 words of text describing your product/business
- Submit up to 5 photos of your product/business (1-3 photos will be chosen to be in the coupon)
- Photos must be at least 300 dpi

#### 1/5 page



**\$5 OFF**  
A MINIMUM PURCHASE  
OF \$10 OR MORE

Receive \$5 off your purchase of \$10 or more.  
Offer expires 12/31/16

**SHOP THE 400 BLOCK IN  
DOWNTOWN OWATONNA!**

Visit this locally owned store for an extraordinary shopping experience!

**THE  
CLOTHING CO.**

1234 10th Avenue | Owatonna, MN  
555.111.1212 | [clothingstore.com](http://clothingstore.com)

#### 1/10 Page: \$150

- Logo (vector art preferred)
- Address, phone number, website
- Coupon Offer
- Up to 25 words of text describing your product/business
- Submit up to 3 photos of your product/business (1 photo will be chosen to be in the coupon)
- Photos must be at least 300 dpi

#### 1/10 page



*Coffee & Bakery*

**FREE CUP  
OF BREWED COFFEE**

WITH PURCHASE OF BAKERY ITEM  
Offer only valid at Owatonna location.  
No cash value.  
Offer expires 12/31/16

1234 12th St | Owatonna, MN  
555.111.2222 | [coffeeshop.com](http://coffeeshop.com)

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\*Design layout of "Local Finds" Advertorial Section in the Official Owatonna Visitor Guide is at the discretion of the graphic designer. You will receive 2 proofs of your advertorial product.