

2024 - 2025 VISITOR GUIDE & WEBSITE



VCC is the official and only destination management and marketing organization (DMO) solely dedicated to Cook County, Minnesota. Organizations join because we are stronger together and your business can leverage this reach by joining this tourism partnership as a member.

Benefits of this membership include:

- Exposure on the VCC website, with nearly 1 million users annually
- Eligible to apply for 1% events grant funding
- Rack card inclusion at Grand Marais Information Center
- Inclusion in branded VCC informational materials and maps (as applicable)

And more!

Scan the QR code to see all membership benefits.

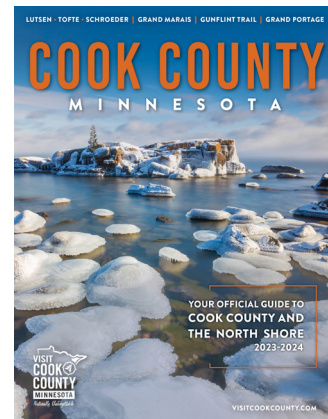


NEW Ad Opportunity in the 2024-25 Visitor Guide!

Ad placement in the 2024-25 Visitor Guide includes:

- Ad with your business name, one image, a short description and URL (descriptions must be 25 - 30 words and are subject to editorial discretion, images or logos requested at 5+ MB as a 300 dpi JPG). [See back for an example.](#)
- A listing on VCC's website for a full year (\$100 value).

Feature your business in Visit Cook County's annual Visitor Guide.



Ad space is limited, secure your spot today.

Please contact Carah Thomas-Maskell via email at carah@visitcookcounty.com or phone at (218) 387-2524 to secure your spot today.

Space is limited and will be filled on a first come, first served basis. All commitments must be made by **Thursday, February 15.**

Thank you for supporting the 2024 - 2025 Visitor Guide!

LODGING IN COOK COUNTY

Example of Ad Pages in 2024 - 2025 Visitor Guide
Ad groupings and placement in guide will be determined by VCC based upon demand.



Cozy Cabin

Cozy Cabins are a can't-miss stay in Cook County. Pet friendly and with one, two, and three-bedroom properties, we are excited to welcome you. Book online today.

www.cozycabin.com



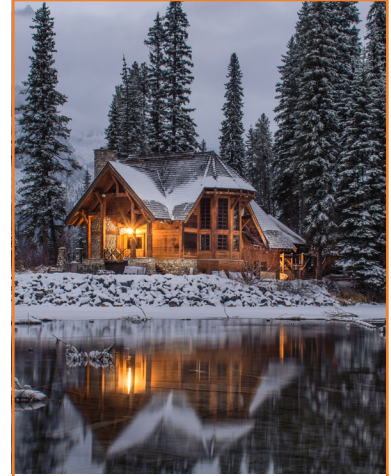
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Reach travelers across the state of Minnesota and in the Midwest with an ad in Visit Cook County's (VCC) annual Visitor Guide.

Ad Unit + Rates

- Investment: \$500
- Complimentary add-on: Listing on VCC website for a full year

Why Support the 2024 - 2025 Visitor Guide?

- VCC's annual Visitor Guide is one of the most sought after DMO guides in the state, reaching potential customers from all over the state and the Midwest.
- 20,000 copies printed + 10,000+ digital guide views annually
- Distributed state-wide to visitor centers
- Direct mailed to visitors
- Exposure on the VCC website, with nearly 1 million users annually

BECOME A VISIT COOK COUNTY MEMBER

MEMBER BENEFITS

Members enjoy regional, national and international branding opportunities through VCC. From Visit Cook County's own branding and marketing efforts to partnerships with Explore Minnesota and Brand USA, members benefit from heightened brand awareness.

1 MILLION
USERS ANNUALLY

20 MILLION
IMPRESSIONS ANNUALLY

40 THOUSAND
LODGING PARTNER REFERRALS

70 THOUSAND +
FOLLOWERS ACROSS SOCIAL
MEDIA PLATFORMS

Membership Level for Cook County

Businesses & Nonprofits*.....\$100

- Listing on VisitCookCounty.com
- Listing in the Official Cook County Visitor Guide
- Access to Partner Portal to adjust listing, see website traffic, reporting and more
- Ability to list packages & deals on VisitCookCounty.com
- Rack card inclusion at Grand Marais Visitor Information Center
- Can apply to receive financial support for events
- Eligible for some live music reimbursement if in Grand Marais

**Membership Level is complimentary for lodging tax members.*

Receive all benefits of the \$100 membership level by sponsoring an ad in the 2024 - 2025

Visitor Guide.....\$500

- Ad with your business name, one image, a short description and URL (descriptions must be 25 - 30 words and are subject to editorial discretion, images or logos requested at 5+ MB as a 300 dpi JPG).

Special Offers Add-On*.....\$300

- Receive all the benefits of the \$100 membership level plus an annual listing on the Special Offers page. Businesses that utilize special offers receive nearly 20 times more views and clicks than those with a regular listing.

**Special Offers Add-On is complimentary for lodging tax members with pillow counts of 150+.*

SCAN THE QR CODE TO
BECOME A MEMBER TODAY.

