



# PARTNERSHIP OPPORTUNITIES

## BE PART OF THE DESTINATION

## OUR SERVICES

Here are just some of the benefits and services Indiana Dunes Tourism provides to our local partners, which includes you! Check the box next to the tools you'd like to use, and we'll reach out with more information.



### **Brochure Distribution:**

Business rack cards or brochures can be included in our Visitor Center lobby displays.



### **Digital Coupons:**

We include your coupons and deals on our website as well as in curated content packages like Dunes Deals.



### **Influencer and Writer Exposure:**

By connecting with us, we work to get you featured by our travel bloggers, influencers, and writers.



### **Leads and Referrals:**

Let us refer you to tour group leaders, wedding parties, reunion planners, and meeting organizers.



### **News and Earned Media Coverage:**

Receive mentions in the media, social media, and partnership newsletters.



### **Paid Content Opportunities:**

Placing your content in our guides and on our website is a great way to attract new and returning visitors.



### **Recognition of Service Excellence Award Recognition:**

Have customers fill out our online R.O.S.E. survey to be featured as a superior hospitality provider.



### **Website Listing:**

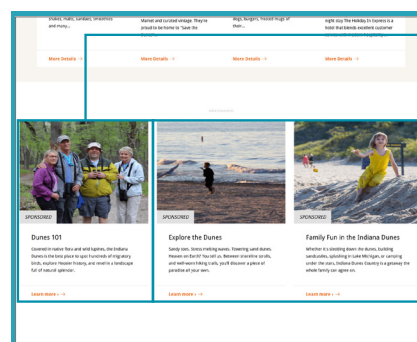
As a tourism-related business, you automatically receive a free listing on our website. We just need you to provide your information to us on an annual basis.

# PARTNER WITH US

## WEB ADS BY DTN

IDT has partnered with Destination Travel Network (DTN) to create sponsored content on our website. Deliver engaging content about your business to visitors planning their trips to the Indiana Dunes area. Advertise with detailed performance reporting, no-cost creative updates, and a friendly support team.

- Featured Listings
- Mobile Footers
- Page Sponsors
- Run of Sites



### PAGE SPONSOR

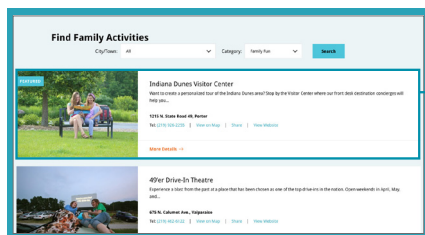
Page-specific placement. Content is highly relevant to page content.

- Photo – 737w x 737h px min
- Headline – 30ch max (incl spaces)
- Body – 210ch max (incl spaces)
- Clickthrough URL

### RUN OF SITE BANNER

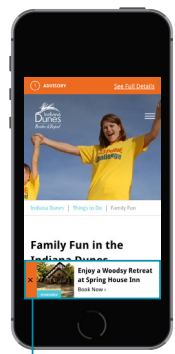
Premium spot that runs on pages across the site for fantastic reach and engagement.

- Photo – 737w x 737h px min
- Headline – 30ch max (incl spaces)
- Body – 210ch max (incl spaces)
- Clickthrough URL



### FEATURED LISTING

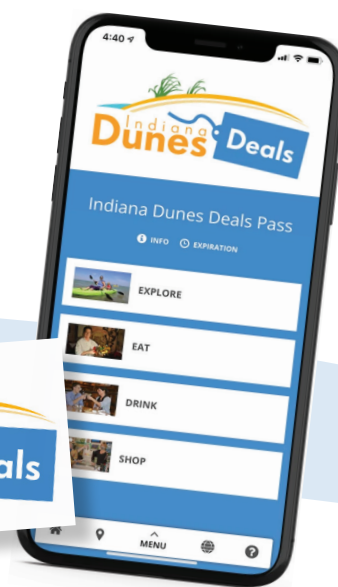
Highlights your listing content at the top of the listings results on relevant pages.



### MOBILE FOOTER

High-impact placement running "sticky" at the bottom of visitors' mobile devices.

- Photo – 155w x 155h px min
- Copy – 40ch max (incl spaces)
- Clickthrough URL



## DUNES DEALS PASS COUPON

Put deals directly into visitor and local hands with the Indiana Dunes Deal Pass. For \$100 a year, you can advertise to thousands of potential customers who can access your deals from the palm of their hand at the press of a button.

## DISPLAY CASES

Two adjustable shelves (26" W x 45" V x 12" D) at the Indiana Dunes Visitor Center for advertiser to showcase their products and services to potential customers.

Over 100,000 visitors come to the Visitor Center annually, making these display cases a perfect place for you to make a large impact with new guests traveling to the Indiana Dunes area.

## NICHE GUIDES

Sponsorship in niche publications like the Outdoor Adventures Guide includes the following (provided by the advertiser):

One photo, business name, body copy, hours, address, phone, web address, and email address.

### DISPLAY CASES (5.625' X 4.5')

❑ Jan., Feb., March	\$50 per month
❑ April, May, June	\$150 per month
❑ July, Aug., Sept.	\$150 per month
❑ Oct., Nov., Dec.	\$50 per month

### NICHE GUIDE

❑ Premium Placement	\$2,000
❑ Sponsor Ad	\$1,500
❑ Outdoor Itinerary	\$1,000

## ACTIVITIES GUIDE

This is our premier guide and the first resource for visitors. By advertising in the Activities Guide, you are guaranteed to receive prime exposure that puts you directly into the hands of visitors.

Indiana Dunes Activities Guide is Distributed to:

- Accommodations
- Attractions and Events
- Domestic and International Visitors
- IDT Visitor Center
- Media and Travel Writers
- Toll Road Rest Stops
- Traveling Sports Teams
- Valpo University Visitors

## ART REQUIREMENTS

You provide copy and photo (300 dpi). Copy should be in the third person and should read as if a travel writer wrote it (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, street address, phone number, website address, and email address.

**Half Page: 8.5" X 5.5" or 4.25" X 11"**

Includes 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, street address, phone number, website address, and email address.

**Quarter Page: 4.25" X 5.5"**

Includes one photo, business name as headline, subhead of six words max, body copy of 75 word max, plus hours, street 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, street address, phone number, website address, and email address. There is no subhead for this particular ad.

Ask about our early bird discount.

Agreement deadline: End of October.



FULL

1/2

1/4

1/8

### ACTIVITIES GUIDE

❑ Premium Placement	\$3,000
❑ Full Page	\$2,500
❑ 1/2 Page	\$1,450
❑ 1/4 Page	\$750
❑ 1/8 Page	\$500



To download last year's guide, please visit:  
[indianadunes.com/destination-guides](http://indianadunes.com/destination-guides)

# ADVERTISING AGREEMENT



## JOIN THE BRAND

By marketing with Indiana Dunes Tourism, you're connecting with over three million visitors annually.

If you need additional assistance or have further questions, feel free to reach out to our Partnership Coordinator.



### Partnership Coordinator

**Julie Brown**  
julie@IndianaDunes.com  
219-926-2255

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

Company Name: \_\_\_\_\_

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

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

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

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

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

### TERMS AND CONDITIONS:

This insertion order represents confirmation of the agreement between the agency/advertiser and Indiana Dunes Tourism. Ads not paid in full will NOT be included in the Activities Guide.



Indiana Dunes Tourism is the official destination marketing, planning, and development organization for the Indiana Dunes Area/Porter County, IN. For more information, visit [indianadunes.com](http://indianadunes.com).

