

PARTNERSHIP OPPORTUNITIES

OUR SERVICES

Indiana Dunes Tourism (IDT) promotes the Indiana Dunes and Porter County businesses to millions of visitors and thousands of locals. By marketing with us, you're connecting your business and brand to the Indiana Dunes as well as these potential customers.

Here are just some of the benefits and services we can provide. Check the box next to the tools you'd like to use or feel free to reach out to our Partnership Coordinator.

■ **Digital Coupons:**

Advertise to tens of thousands of visitors through our digital Dunes Deals Pass.

■ **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 our digital 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 customers.

■ **Sand+Steel Theme & Indiana Dunes Brand:**

Want to connect your business and your brand to Indiana Dunes or Sand + Steel? We can help!

■ **Video Services:**

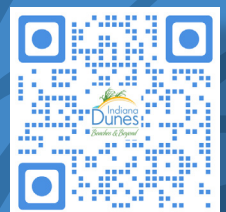
We offer video services to select partners. Let us know if this is something that interests you.

■ **Website Listing:**

Provide your information annually to receive a free listing on our website and in our Adventure Guide.

Visit Us Online:

Scan the QR code or visit us online at IndianaDunes.com/Partners for more.



Partnership Coordinator

Julie Brown

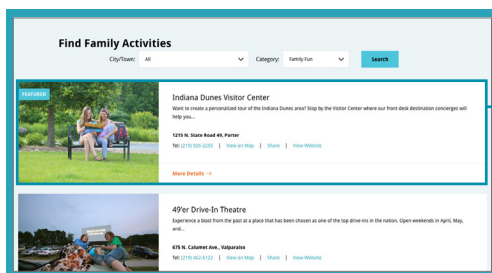
Julie@IndianaDunes.com
219-926-2255

PARTNER WITH US

WEB ADS BY DTN

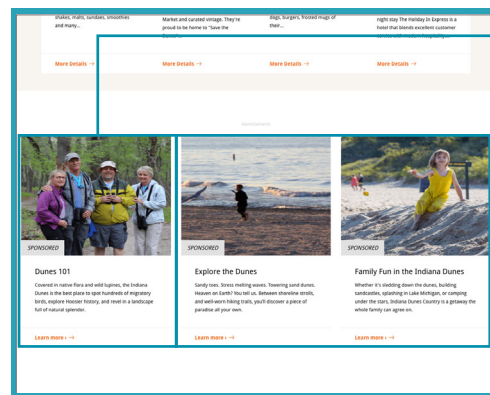
IDT partners with the Destination Travel Network (DTN) to create sponsored content on our website (IndianaDunes.com). By working with us and DTN, you can deliver engaging content about your business to visitors planning their trips to the Indiana Dunes area. Advertise with detailed performance reporting, no-cost creative updates, and a friendly support team.

- Featured Listings
- Mobile Footers
- Page Sponsors
- Run of Site Ads



FEATURED LISTING

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



PAGE SPONSOR

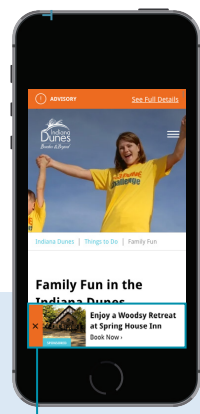
Page-specific placement. Content is highly relevant to page content.

- 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



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. Rack cards for the Dunes Deals Pass are handed out at the Indiana Dunes State Park every summer.

For \$200 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.



ADVENTURE GUIDE

This is our premier guide and the first resource for visitors. By advertising in the Adventure 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
- Indiana Dunes Visitor Center Guests
- Outdoor Adventurers
- Media and Travel Writers

Ask about our early bird discount.

Agreement deadline: End of October.



AD 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. You may send us your own ad at this price level, but we reserve the right to make edits.

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. You may send us your own ad at this price level, but we reserve the right to make edits.

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. This ad must conform to our template.

FULL

1/2

1/4

ACTIVITIES GUIDE

<input type="checkbox"/> Premium Placement	\$3,500
<input type="checkbox"/> Full Page	\$3,000
<input type="checkbox"/> 1/2 Page	\$1,700
<input type="checkbox"/> 1/4 Page	\$1000

To download last year's guide, please visit:
IndianaDunes.com/Destination-Guides



ADVERTISING AGREEMENT

ADVENTURE GUIDE	
<input type="checkbox"/> Premium Placement	\$3,500
<input type="checkbox"/> Full Page	\$3,000
<input type="checkbox"/> 1/2 Page	\$1,700
<input type="checkbox"/> 1/4 Page	\$1000

DUNES DEALS COUPON	
<input type="checkbox"/> Digital Coupons	\$200

VIDEO SERVICES	
<input type="checkbox"/> We offer select video services. Let us know if you are interested.	

DIGITAL ADS	
<input type="checkbox"/> Featured Listings	Inquire
<input type="checkbox"/> Mobile Footers	Inquire
<input type="checkbox"/> Page Sponsors	Inquire
<input type="checkbox"/> Run of Site Ads	Inquire

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 + \$ _____

_____ - \$ _____

Total + \$ _____

Payment Type

Cash Check

☐☐

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

☐

No Changes to Ad Required:

For former advertisers only. Add your initials to this box if there are no changes needed to your ad.

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 Adventure Guide.



Indiana Dunes Tourism is the official destination marketing, planning, and development organization dedicated to enhancing sustainability, driving economic growth, and fostering a high-quality place throughout Porter County and the Indiana Dunes area. For more information, visit IndianaDunes.com.

