



Lakes Area Chamber of Commerce and CVB
 PO Box 1897 • Branson, MO 65615

ExploreBranson.com Advertising Rates

Rev. 12/09 ~ Pricing applies to contracts beginning after 1/1/2010
 Businesses must meet geographic requirements in order to be listed or purchase advertising
 Prices listed are per month ~ Minimum contract is six months

| Listing Enhancements | |
|---------------------------------------------------------------|--------------------------|
| Product | Rate Per Month |
| Basic Listing and Link in Primary Category | Free |
| Logo/Thumbnail with Business Listing | Free |
| Listing in Additional Category – per category | \$5 |
| Listing Description - 75 word max | \$10 |
| “Book It” Button | \$25 one-time set up fee |
| Preferred Rotation - 1 st category fee only | \$100 |
| Photo Gallery with listing – up to 10 photos | \$10 |
| Dining Menu with Listing – dining categories only | \$15 |
| YouTube Video Embedded in Listing | \$15 |
| E-Response – 50 word desc. sent when Vacation Guide requested | \$90 |
| Display Advertising | |
| Product | Rate Per Month |
| Tile Ad – Main Page – ready-to-place artwork only | \$55 |
| Tile Ad – Sub Page – ready-to-place artwork only | \$50 |
| Tile Ad – E-mail Newsletter – ready-to-place artwork only | \$60 |

MAIN PAGES:

What’s New, About Branson, Lodging, Live Shows, Attractions, Shopping, Dining, Outdoor Adventures, Lakes, Fishing & Boating, Golf, Leisure Groups & Reunions, Professional Travel Planners, Vacation Planning Services, Real Estate & Relocation, Local Business Services, Fly to Branson, Spring, Summer, Fall, Christmas, Winter

SUB PAGES:

Include sub-listing category pages or other pages not specified above.

Note: No advertising is available on the site homepage and certain other sections of the site.

Logo/Thumbnail Specifications:

File Format - JPEG or GIF, no animation
File Size - no greater than 15kb
Dimensions – 100x100 pixels or largest dimension 100 pixels

Tile Ad Specifications:

File Format – JPEG, GIF or SWF (no sound)
File Size - no greater than 15kb
Dimensions – 120w x 60h pixels
Animation Time - 10 seconds maximum

New Contracts, Additions and Renewals:

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