

Remembering the Past – Improving the Future...promoting the care, improvement, and general welfare of the Briggs Lake Chain [Julia, Briggs, Rush and Big Elk] and adjoining and connecting waters...

Briggs Lake Chain Association, BOX B • 4180 105th Ave. • Clear Lake, MN 55319

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Dear Local Business Owner,

We would like to offer you the opportunity to advertise your business in the Briggs Lake Chain Association annual Palmer area directory. This directory is a major fundraiser for the BLCA and continues to be a very popular resource for area residents. Our distribution is over 1,500 books and with the price holding again this year; it's a great deal for your advertising dollars. Our timeline this year is to distribute the directory in early May 2014.

Attached is the information on pricing and sample advertisement layouts. As you can see by the samples, it can be as simple as a business card. We would like to have your information returned to us at your earliest convenience but no later than by March 7, 2014. We are working hard at selling ads this year and there is a limit on the space for ads. So, purchasing your ad space and providing the necessary information *now* ensures your ad will be in the directory.

We will be sending out (2) directories to each ad client. Please fill in your information below.

| Business Name |             |    |
|---------------|-------------|----|
| Contact Name  |             |    |
| Address       |             |    |
| Phone #       |             |    |
| Fax #         |             |    |
| Email         |             |    |
| Ad size       | <br>Ad Cost | \$ |

Checks should be made out to the Briggs Lakes Chain Association or BLCA.

Checks, completed forms and print ready artwork should be mailed to the Francis Beaudry, directory project administrator, at the address below. Digital artwork should be emailed. If you have any questions or need assistance please contact:

Francis Beaudry 763-497-2797 beaudry@fbeaudryinsurance.com

Mailing address: Francis Beaudry Insurance PO Box 128 Albertville, MN 55301

We look forward to having you as an advertiser in our fund raising directory.

| Full Page | - 4.5″ x 7.5 " | \$150.0 | 0 |
|-----------|----------------|---------|---|
|-----------|----------------|---------|---|

## Palmer Township Directory Yellow Pages Order Form

## (Circle Ad Size)

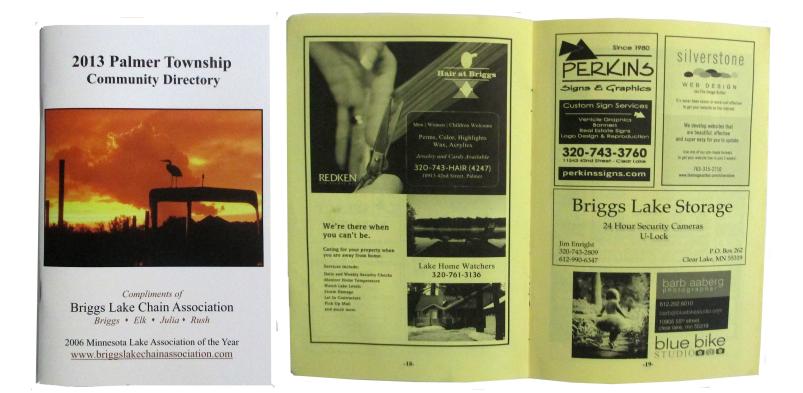
| Full Page    | \$150.00 |
|--------------|----------|
| Half Page    | \$80.00  |
| Quarter Page | \$50.00  |
| Eighth Page  | \$35.00  |

**Contact us with your questions** 

Make Checks Payable To: Briggs Lake Chain Association (BLCA)

| Half Page - 4.5'                                      | ′x 3.7" \$80.00                       |  |  |
|-------------------------------------------------------|---------------------------------------|--|--|
| Quarter Page - \$50.00<br>4.5" x 1.8" or 2.2" x 3.7 " |                                       |  |  |
|                                                       | Eighth Page - \$35.00<br>2.2" x 1.8 " |  |  |

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## Here are a few guidelines for the BLCA Directory ADs:

- When printing the layout form, <u>select</u> do not scale and/or <u>do not select</u> the fit on page box to get an accurate layout dimension.
- New ads need to be in a PDF or JPG format.
- JPG files need to be 300 dpi/psi (print resolution/quality); 72 dpi is for web use only.
- Our page layout volunteer is able to make minor or simple changes to current ads.
- If there are too many change requests on an ad, a new layout will need to be submitted.
- Scanning ad layouts or artwork is possible but doesn't produce the best quality when printed.
- Past ad layouts are on file and do not need to be resubmitted.
- The number of Yellow Pages available for ads is limited.
- Prompt payment will secure your 2014 ad space.
- As soon as payment and artwork are received, your 2014 yellow page ad will be placed on the BLCA website: *briggslakechainassociation.com* to reach potential customers.
- You may view your ad on the website and, should you decide to make changes, you have until March 7, 2014 to provide the revised artwork.