



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 105<sup>th</sup> Ave. • Clear Lake, MN 55319

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 \_\_\_\_\_ 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](mailto: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" \$150.00**

## **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  
4.5" x 1.8" or 2.2" x 3.7"**

**Eighth Page - \$35.00  
2.2" x 1.8"**

## 2013 Palmer Township Community Directory



Compliments of  
Briggs Lake Chain Association  
Briggs • Elk • Julia • Rush

2006 Minnesota Lake Association of the Year  
[www.briggslakechainassociation.com](http://www.briggslakechainassociation.com)

**Hair at Briggs**  
Men | Women | Children Welcome  
Perms, Color, Highlights  
Wax, Acrylics  
Jewelry and Cards Available  
320-743-HAIR (4247)  
10913 42nd Street, Palmer

We're there when you can't be.  
Caring for your property when you are away from home.  
Services include:  
Daily and Weekly Security Checks  
Monitor Home Temperature  
Watch Lake Levels  
Storm Damage  
Let In Contractors  
Pick Up Mail  
and much more.

Lake Home Watchers  
320-761-3136

Since 1980  
**PERKINS**  
Signs & Graphics  
Custom Sign Services  
Vehicle Graphics  
Banners  
Real Estate Signs  
Logo Design & Reproduction  
**320-743-3760**  
11543 42nd Street - Clear Lake  
[perkinssigns.com](http://perkinssigns.com)

**silverstone**  
WEB DESIGN  
We develop websites that are beautiful, effective and super easy for you to update.  
763-315-2710  
[www.themagnum.com/silverstone](http://www.themagnum.com/silverstone)

**Briggs Lake Storage**  
24 Hour Security Cameras  
U-Lock  
Jim Enright  
320-743-2809  
612-990-6347  
P.O. Box 262  
Clear Lake, MN 55319

**barb aaberg**  
photographer  
612.202.6010  
[barb@bluebikestudio.com](mailto:barb@bluebikestudio.com)  
10805 55th street  
clear lake, mn 55319  
**blue bike**  
STUDIO

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

- When printing the layout form, select do not scale and/or do not select 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](http://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.

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