

# GRAND RIVERS



---

K e n t u c k y

[grandrivers.org](http://grandrivers.org)

## Web Advertising Media Kit

Reach more, sell more on [grandrivers.org](http://grandrivers.org)

The official website of Grand Rivers, Kentucky, “The Village Between The Lakes”, has been redesigned and optimized to create the best visitor experience possible. The website for the tourism-based community is the primary source of information for visitors planning vacations to the lakes area who are searching for attractions, shopping, dining, and accommodations.

The [grandrivers.org](http://grandrivers.org) website is accessed by thousands each year through organic URL input and through numerous direct link marketing by the Grand Rivers Tourism Commission. The website is promoted through GoogleAds to targeted demographics, and in all print, radio, and television marketing. The Tourism Commission spends tens of thousands of dollars each year in advertising and marketing to increase tourism to the Grand Rivers and Lakes area. The website, [grandrivers.org](http://grandrivers.org), is used in all of this marketing to drive traffic directly to the website. Additionally, the website is linked to several tourism-based websites like [kentuckytourism.com](http://kentuckytourism.com), [explorekentuckylake.com](http://explorekentuckylake.com), [kentuckylake.com](http://kentuckylake.com), and many others.

## **Advertising on grandrivers.org**

Your company can greatly benefit from advertising on grandrivers.org by reaching a larger market of customers and visitors to the lakes area. Placing banner advertising on the Grand Rivers Tourism website allows you to reach all the areas and potential customers where the Tourism Commission advertises and promotes the website. Marketing your website or services independently on GoogleAds, tourism-based sites, billboards, radio, and television can be a large expense. By advertising on grandrivers.org you indirectly are getting advertising on numerous platforms that may not be feasible for your company when the tourism website is marketed.

## **Acceptable Advertisers**

If your business offers any services, products, guide services or points of interest to visitors to the lakes area, you could definitely benefit from advertising on grandrivers.org. Grand Rivers Tourism Commission receives funding through accommodation and restaurant tax collected from businesses within the city limit of Grand Rivers, Kentucky, and therefore can not directly advertise for restaurants, cafes, hotels, motels, or resorts. However, if you are a family fun center that also offers food, that is perfectly acceptable. The primary business advertised just can not directly be accommodations or food service. Grand Rivers Tourism Commission reserves the right to deny advertising space to anyone. The commission also reserves the right to limit the number of advertisers on the website to keep a “clean” web appearance and so that the advertisers receive maximum exposure. No ads are placed on the home page of the site.

## **Reserving Space**

If your company would like to reach more potential customers, view the spec sheet and pricing. Complete the ad form on grandrivers.org or print this media kit and mail to Grand Rivers Tourism, PO Box 181, Grand Rivers, KY 42045. No payment is due at the time of reserving your space and you will receive a bill according to the plan you choose. Advertisers can provide the complete graphics according to the required specs by emailing graphic to [info@grandrivers.org](mailto:info@grandrivers.org) or request design at an additional fee. The advertiser may change the design of the banner ad as many times per year as they would like by providing the artwork or requesting a new design. If you have any questions or need more information feel free to contact Grand Rivers Tourism at (270) 362-0152 or at [info@grandrivers.org](mailto:info@grandrivers.org).



[grandrivers.org](http://grandrivers.org)

## Web Advertising Packages & Pricing

### **Primary Page Advertising (limited number of advertisers)**

- 728 px by 90 px banner on primary pages (ie Stay, Play, Dine)
- Unlimited banner changes (does not include design fees if needed)

#### **Cost:**

- \$75 Per Month – Billed Annually In June (\$900 per year)
- Advertising beginning before or after June will be prorated
- Advertising is billed for upcoming year and is due July 1, yearly

### **Secondary Page Advertising**

- 728 px by 90 px banner on two secondary pages
- Up to 4 changes per year

#### **Cost:**

- \$50 Per Month – Billed Annually In June (\$600 per year)
- Advertising beginning before or after June will be prorated
- Advertising is billed for upcoming year and is due July 1, yearly

## **Banner Graphic Design Fee**

\$50 for the original design, \$25 for each new, updated or changed design. The advertiser may provide a complete design to avoid any graphic design fee.

## **Web Ad Specs**

Banner Ads Size: 728 pixels wide, 90 pixels tall

Acceptable Formats: jpeg, png, pdf – Preferred Format: jpeg

Graphic colors: RGB and 300 dpi quality

## **Advertising Agreement**

DATE: \_\_\_\_\_

---

Business Name

---

Business Type

---

Website/Social Media (Ad Link)

Advertising Package: \_\_\_ Premium      \_\_\_ Standard

Billing Choice: \_\_\_ Monthly      \_\_\_ Bi-Yearly      \_\_\_ Yearly

Billing Information:

Attention To : \_\_\_\_\_

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

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

Email graphics and/or agreement to [info@grandrivers.org](mailto:info@grandrivers.org)

---

Advertisers Signature

---

Date