

Purchasing a travel story for advertising purposes can be a strategic and captivating approach to engage audiences. A well-crafted travel narrative has the power to evoke emotions and create a connection with potential customers. A well-publicized travel story can generate buzz and social media engagement, amplifying the reach of the campaign. Ultimately, purchasing a travel story for advertising adds a layer of storytelling that transcends traditional marketing, creating a lasting impact on the audience's perception and engagement with the brand.

Ad Placement (12-Month Placement)	Page Availability	Price Per Story Annually
Tier 1 Travel Story (3 available per page)	<ul style="list-style-type: none"> <li>• <i>Things to Do</i></li> </ul>	\$650
Tier 2 Travel Story (3 available per page)	<ul style="list-style-type: none"> <li>• <i>Places to Stay</i></li> <li>• <i>Boating</i></li> <li>• <i>About Table Rock Lake</i></li> </ul>	\$500

### Travel Story Specs & Details:

- Travel Stories consist of up to 3 images and a 700-word article (up to) that the advertiser can draft, or Table Rock Lake Chamber of Commerce staff will write.
- Each Travel Story is placed at the bottom of their selected page, with one image and article snippet which links to the full article on its own website page.
- Each Travel Story will be shared on Visit Table Rock Lake social media channels throughout the year.
- The advertiser may also share their Travel Story via digital newsletters, website, and social media.

Total Investment: \$ \_\_\_\_\_ Term Dates: \_\_\_\_\_

Page Selection:  *Things to Do*     *Places to Stay*     *Boating*     *About Table Rock Lake*

Story Content:  Advertiser will provide     Table Rock Lake Chamber of Commerce will provide

Name of Business: \_\_\_\_\_

Authorized Rep: \_\_\_\_\_

X \_\_\_\_\_  
Authorized Representative (Signature)

X \_\_\_\_\_  
Table Rock Lake Chamber of Commerce Rep. (Signature)

Date \_\_\_\_\_

Date \_\_\_\_\_



**Questions? Need more information? Michelle is here to help!**

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