

## 2021 Virtual Destination Guide Advertising Opportunities & Specs

**Video Ad - \$300** Up to 1-minute video produced and added to the Visit Birch Run website, along with a direct link to your business website or social media page. To be included in the Visit Birch Run social media sites twice in 2021. Once ad is booked and paid, you will be contacted to schedule the mini-video shoot.

**Cover Photo Ad - \$250** Photograph of your business on the cover of the 2021 Destination Guide. This placement is limited to the number of spaces available within the design. Some restrictions apply. To be included in the Visit Birch Run social media sites twice in 2021. Photograph will be approximately 2"x2" in size, full color and linkable to your website. The photo cannot be a single business logo, although your logo may be a within the photograph.

**Full Page Ad - \$100** A full-page full-color 4x9" ad within the virtual Destination Guide. Ads must be submitted in a PDF format. To be included in the Visit Birch Run social media sites twice in 2021. Design and creative additional cost.

**Unique QR Code - \$75** Linkable QR code created specifically for your business that is placed within the virtual Destination Guide with your company name and/or logo.

For more information or to book you ad, please contact Christine Welsh of Kerning Advertising, (989) 233-1909 or [Christine@KerningOnline.com](mailto:Christine@KerningOnline.com)

