

OTTER TAIL - COUNTRY -

TOURISM VACATION GUIDE

GUIDE COORDINATOR

Ron Sugden
Bonnie Beach Resort
218-864-5534
bbsugs@anvig.net

PUBLISHER

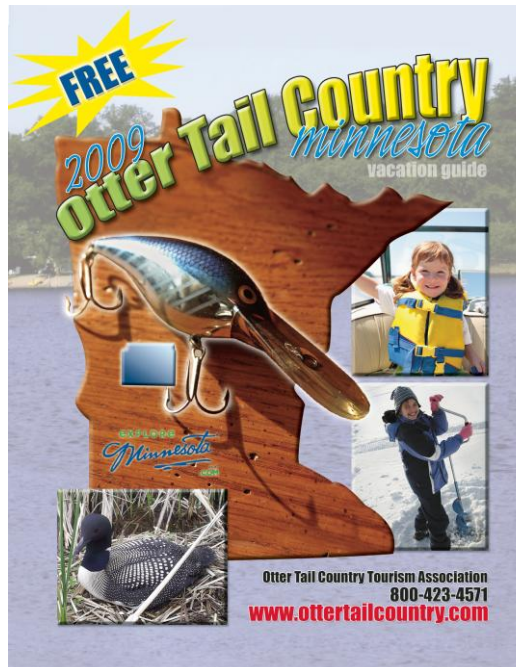
The Midweek Inc.
218-739-3308 or 800-950-2006
midweek@themidweek.com

SALES

LeeAnn Barnett
218-731-6995

LAYOUT & DESIGN

Paula Grunewald
paula@themidweek.com



Production Timeline:

- **June:** Ad sales begin. Contact the Midweek sales representative to purchase advertising.
- **August:** Complete and return the member information form (on back).
- **October:** Page proofs are sent to members. Review and approve page proofs.
- **December:** Tourism Guide is printed.
- **January:** Distribution begins. Review the guide and note errors for next year's publication

Tourism Guide Overview:

Otter Tail Country Tourism prints an information and marketing magazine annually. This guide contains area information on points of interest, maps, and Otter Tail Country Tourism Association member's information. It also has individual member advertising. Otter Tail Country's Vacation Guide is the most professional and comprehensive publication for tourism information in the area. It is the ONLY publication that promotes the Otter Tail Country area broadly. Each year...

- **More than 40,000 tourism guides are distributed across the United States**
- **Guides are displayed and distributed in many local businesses.**
- **Guides are mailed to potential visitors who request information through our 800-number or website.**
- **Guides are taken and distributed at sport shows.**
- **Guides are displayed and distributed in tourism information centers, local rest areas, local civic and commerce centers and at the Mall of America.**

Business Listing:

All OTC members receive a free business listing in the Vacation Guide. New member (and existing members with updates/changes) must complete and return the member information form (on back) by September 1st. Prior to publication, OTCTA provides members with a proof of the business listing to ensure accuracy.

Advertisement Sales:

Looking for a little extra viability? In addition to the free business listing, OTCTA members can purchase additional advertising in the OTCTA Vacation Guide. The Midweek oversees all advertisement sales and works directly with members on content and graphics. The Midweek will also handle billing of the ads directly to the advertiser. If you would like to promote your business in the upcoming OTCTA Tourism Guide, contact LeeAnn Barnett at 218-731-6995.

