



Would you like to promote your company? Below is a list of goals, promotional plans, listing overviews, pricing and everything else you need to know to get started.

### **Website Goals**

- ✓ Promote local businesses of the Cherokee Lake area
- ✓ Provide a fair and easy to understand online ad program to help bring companies more business
- ✓ Affordable rates
- ✓ Strategic ad positions
- ✓ Available to all businesses in the Cherokee Lake area

### **Promotional Plans**

- ✓ Reach families as they make plans for travel in the area
- ✓ Help families save money and get discounts with our online coupons
- ✓ Help families plan a day out with our event scheduling
- ✓ Influence tourists to visit Cherokee Lake and surrounding businesses
- ✓ Search Engine marketing
- ✓ Social Networking marketing using Facebook

### **Listing Overview**

#### **Starter Package - \$500/year**

- ✓ 186x141 rotating ad on every page in our Featured Sponsors section
- ✓ Unlimited events
- ✓ Unlimited coupons
- ✓ Webpage dedicated to your company which includes logo, description, and contact info

#### **Deluxe Package - \$1000/year**

- ✓ Starter Package plus:
  - ✓ 875x90 rotating banner
  - ✓ Access to Facebook social network
  - ✓ Daily Advertising on Lake Level Blog page
- 
-



## **Billing**

- ✓ To pay online or by credit card go here: <http://Cherokeelakefun.com/index.php/promote>
- ✓ To pay by personal check or money order please send to the following address

Cherokee Lake Fun  
2124 Fig Tree Way  
Knoxville, TN 37931

## **Ad Material Collection**

- ✓ Advertiser completes payment of selected listing
- ✓ Cherokee Lake Fun will send email within two business days to collect materials needed (logo, description, photos, etc)
- ✓ Selected listing will be added to Cherokeelakefun.com and an email will be sent to the owner for approval
- ✓ Once the ad is approved the selected timeframe in which you signed up for will begin

## **Calendar of Events**

- ✓ To post an event on Cherokee Lake Fun's calendar you must create an account. Once an account is created you can login to add events.
- ✓ After an event is added it will be approved (within one business day) and posted to the calendar.

## **Social Networking with Facebook**

- ✓ Logo on Cherokee Lake Fun's Facebook photo gallery
- ✓ Events posted to Cherokee Lake Fun's Facebook gallery

## **Contact**

- ✓ Sales – [sales@Cherokeelakefun.com](mailto:sales@Cherokeelakefun.com)
  - ✓ Events – [events@Cherokeelakefun.com](mailto:events@Cherokeelakefun.com)
  - ✓ Help – [help@Cherokeelakefun.com](mailto:help@Cherokeelakefun.com)
- 
-