

A scenic sunset over Lake Geneva. The sun is low on the horizon, casting a warm orange glow across the sky and water. In the foreground, a red kayak with black straps and a black seat is resting on a wooden dock. The kayak has a small "WILDERNESS" logo on its side. The water is calm, reflecting the sunset colors. In the distance, a small boat is visible on the lake.

Lake Geneva

VISIT LAKE GENEVA
2020 CO-OP MARKETING
PROGRAM

VisitLakeGeneva.com

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The VISIT Lake Geneva cooperative marketing program is provided exclusively to current member Partners. An Insertion Order form is required to reserve space. Material deadlines are noted for each co-op opportunity. Specs for print publication co-ops will be provided upon receipt of Order form. Advertising will be invoiced upon publication or deployment.

CO-OP CONTACT INFORMATION

VISIT Lake Geneva

Deanna Goodwin

Marketing Director

deanna@visitlakegeneva.com

(262) 812-0021

1 | Website Advertising - VisitLakeGeneva.com

HOME PAGE | <https://www.visitlakegeneva.com/>

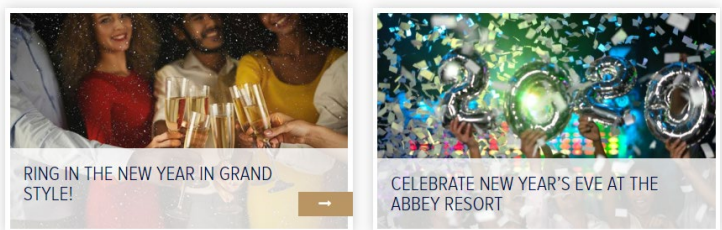
Ad Unit	Monthly Price	Photo	Headline Copy	Body Copy
Lodging Spotlight	\$350	1250 x 703 pixels	30 characters	65 characters
Premium Spotlight	\$300	596 x 381 pixels	55 characters	N/A
Event/Deal Spotlight	\$250	765 x 598 pixels	110 characters	140 characters
Standard Spotlight	\$200	467 x 409 pixels	40 characters	50 characters

Material Deadline: Two weeks prior to first of month.

LODGING SPOTLIGHT | \$350



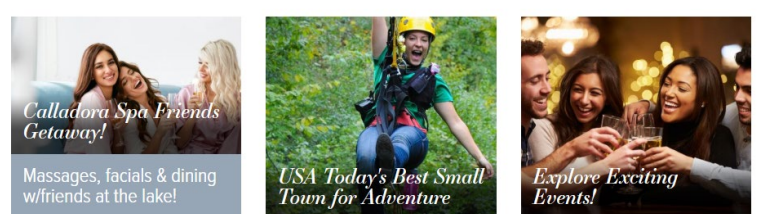
PREMIUM SPOTLIGHT | \$300



EVENT/DEAL SPOTLIGHT | \$250



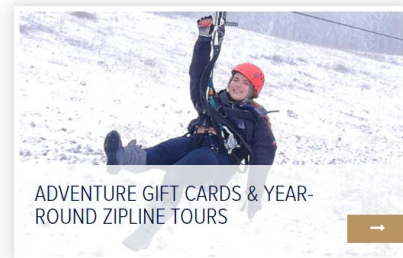
STANDARD SPOTLIGHT | \$200



1 | Website Advertising - VisitLakeGeneva.com (cont'd)

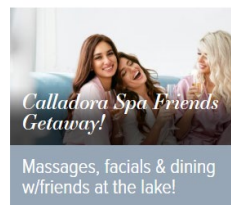
INTERIOR PREMIUM CATEGORY PAGES | \$250 each per month

- Targeted placement on high traffic category pages
- Photo (596 x 381 pixels)
- Headline Copy (55 characters)
- Available pages:
 - [Things to Do](#)
 - [Places to Stay](#)
 - [Food & Drink](#)
 - [Shopping](#)
 - [Outdoors](#)
 - [Family Fun](#)
 - [Local Services](#)
 - [Meetings](#)
 - [Weddings](#)



EVENT PAGE STANDARD | \$200 per month

- Targeted placement on high traffic [Event Calendar](#) landing page
- Photo (467 x 409 pixels)
- Headline Copy (40 characters)
- Body Copy (50 characters)



MOBILE BANNER | \$300 per month

- Ad displays only on mobile version of VisitLakeGeneva.com
- Photo (75 x 50 pixels)
- Copy (25 characters)

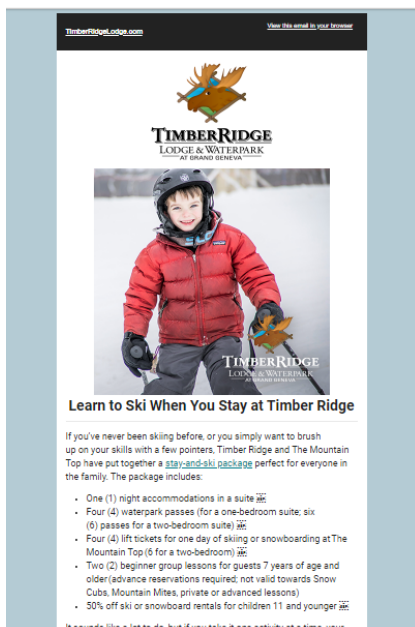
2 | EMAIL MARKETING



MONTHLY INSIDER'S E-NEWSLETTER | \$150

- 50,000 opt-in subscribers
- Deployed first week of the month
- Includes:
 - Photo
 - Headline
 - Up to 50 words of copy
 - Link

Material Deadline: Two weeks prior to first of month.



EXCLUSIVE E-BLAST | \$350

- 50,000 opt-in subscribers
- You choose your deployment date
- Limited to two participants per week
- Includes:
 - Logo
 - Photo
 - Headline
 - Unlimited copy
 - Link(s)

Material Deadline: Two weeks prior to requested deployment date.

3 | SOCIAL MEDIA

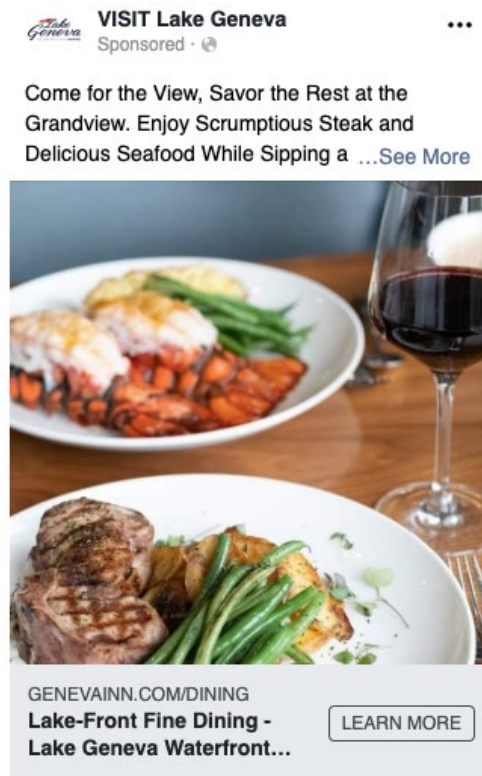
FACEBOOK EXCLUSIVE AD | \$150

New in 2020, Facebook co-op ads will feature participating Partner businesses as individual posted ads. Half of the co-op cost will be invested in the paid ad that will run for a period of up to 30 days to a targeted audience. You provide:

- Up to 5 photos (no logos or photos containing text)
- Ad copy (VLG will optimize)
- Click-through URL
- Suggested target parameters

VISIT Lake Geneva will provide a proof of your ad before deploying.

Material Deadline: Two weeks prior to first of month.



4 | PUBLICATIONS

Meetings Today

- 55,000+ circulation
- May – Lake Geneva Destination Feature (materials due 3/3/20)
- August – CVB & DMO Guide (materials due 6/3/20)
- October – Lake Destinations (materials due 8/4/20)
- Quarter Page \$750



Midwest Meetings

- 28,000+ circulation
- Digital circulation
- Spring – Midwest Resorts & Golf Highlight (materials due 1/15/20)
- Summer – Wisconsin Destination Feature (materials due 3/25/20)
- Quarter Page \$500



Small Market Meetings

- 10,000+ controlled circulation
- 8,000 digital edition circulation
- July – Meetings on the Water (materials due 5/22/20)
- November – Wisconsin Feature (materials due 9/21/20)
- Quarter Page \$350



Chicago Magazine

- 120,000+ circulation
- Special Lake Geneva Section
- March – Spring Preview (materials due 1/15/20)
- October – Fall Escapes (materials due 8/12/20)
- Half Page \$2,500 | Quarter Page \$1,250
- Purchase through Chicago Magazine – Valeria Coric, vcoric@chicagomag.com | (312) 832-6904



5 | VISIT Lake Geneva 2020 Co-Op Insertion Order

Business/Organization Name: _____

Contact Name: _____

Billing Address: _____

Phone: _____ Email: _____

WEBSITE | VISITLAKEGENEVA.COM

HOME PAGE

Choose Ad Unit:

☐ Lodging (\$350) ☐ Premium (\$300) ☐ Event/Deal (\$250) ☐ Standard (\$200)

Choose Month(s):

☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

PREMIUM CATEGORY PAGES (\$250 ea./mo.)

Choose Page(s):

☐ Things to Do ☐ Places to Stay ☐ Food & Drink ☐ Shopping ☐ Outdoors ☐ Family Fun
☐ Local Services ☐ Meetings ☐ Weddings

Choose Month(s):

☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

EMAIL MARKETING

MONTHLY INSIDER'S EMAIL

Choose Month(s):

☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

EXCLUSIVE EMAIL

Choose Month(s):

☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

SOCIAL MEDIA

EXCLUSIVE FACEBOOK AD

Choose Month(s):

☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

2020 PUBLICATIONS

Choose the publication and issue dates. You will be provided with material specs and submission instructions upon receipt of your order.

MEETINGS TODAY

- ☐ May
- ☐ August
- ☐ October

MIDWEST MEETINGS

- ☐ Spring
- ☐ Summer

SMALL MARKET MEETINGS

- ☐ July
- ☐ November

CHICAGO MAGAZINE

- ☐ March
- ☐ October

AUTHORIZATION

Signature

Date

Printed Name

Agency Name (if applicable)

PLEASE SUBMIT YOUR COMPLETED INSERTION ORDER TO:

- Email: deanna@visitlakegeneva.com – or –
- Mail: VISIT Lake Geneva, Attn: Deanna Goodwin, 527 Center St., Lake Geneva, WI 53147