

MUNICIPAL PIER

# 2021 CO-OP MARKETING PROGRAM



Website Advertising
Social Media
Email Marketing
2021 Insertion Order

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. Advertising will be invoiced upon publication or deployment.



# **CO-OP CONTACT INFORMATION**

VISIT Lake Geneva Deanna Goodwin Marketing Director <u>deanna@visitlakegeneva.com</u> (262) 812-0021

# I Website Advertising



## 800,000+ sessions & 2.2 million pageviews annually

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
Deal/Event Carousel	\$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



# **DEALS & EVENTS CAROUSEL | \$250**



# PREMIUM SPOTLIGHT | \$300



# **STANDARD SPOTLIGHT | \$200**





# I Website Advertising (cont'd)

# Interior Premium Spotlight | \$250 ea/mo

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



# Material Deadline: Two weeks prior to first of month.

2 Social Media

Exclusive Facebook Ad | \$150

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 VISIT Lake Geneva's targeted audience. You provide:

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



Geneva VISIT Lake Geneva

# Material Deadline: Two weeks prior to first of month.

# 3 Email Marketing

# Monthly Insider Email | \$150

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

Material Deadline: Two weeks prior to first of month.



Exclusive Email | \$350

- 50,000 opt-in subscribers
- You choose your deployment date
- Limited to two participants per week
- You provide:
  - Subject line
  - Logo
  - Photo(s)
  - Headline
  - Copy (no limit)
  - URL Link(s)

Material Deadline: Two weeks prior to requested deployment date.



# **4** | VISIT Lake Geneva 2021 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 GEB MAR GAPR MAY JUN JUL GAUG SEP OCT NOV DEC

### PREMIUM CATEGORY PAGES (\$250 per page/per month)

Choose Page(s):

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

Choose Month(s): I JAN I FEB I MAR I APR I MAY I JUN I JUL I AUG I SEP I OCT I NOV I DEC

# SOCIAL MEDIA

### EXCLUSIVE FACEBOOK AD (\$150 each)

Choose Month(s): JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

# EMAIL MARKETING

#### MONTHLY INSIDER EMAIL (\$150 each)

Choose Month(s): JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

### EXCLUSIVE EMAIL (\$350 each)

Choose Month(s): JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

# **AUTHORIZATION**

Signature

Date

### PLEASE SUBMIT YOUR COMPLETED INSERTION ORDER TO:

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

### Advertising will be invoiced following each month's placements.