



**2023**  
**CO-OP MARKETING**  
**PROGRAM**

# Contents

- ① | Website Advertising
- ② | Social Media
- ③ | Email Marketing
- ④ | 2023 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

Vice President of Marketing

[deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com)

(262) 812-0021



1

# Website Advertising

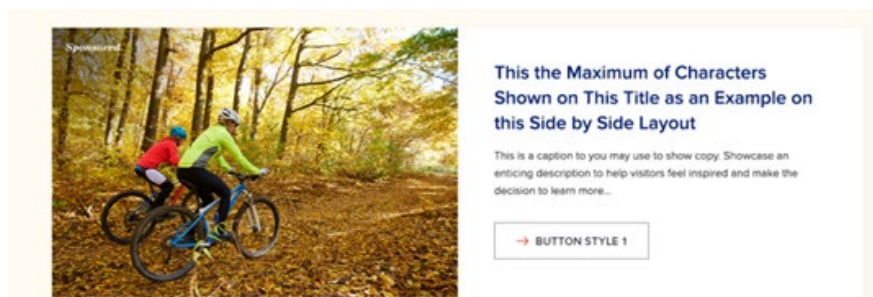
**1.3 million visits & 3.2 million pageviews annually**

| Ad Unit               | Monthly Price | Photo            | Headline Copy | Body Copy      |
|-----------------------|---------------|------------------|---------------|----------------|
| Home Page Premium     | \$350         | 990 x 660 pixels | 70 characters | 192 characters |
| Interior Page Premium | \$300         | 990 x 660 pixels | 70 characters | 192 characters |
| ROS Premium           | \$400         | 600 x 400 pixels | 84 characters | 192 characters |
| ROS Spotlight         | \$200         | 600 x 400 pixels | 70 characters | 116 characters |

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

## Home Page Premium \$350/mo

- Featured Ad Placement
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)
- Body Copy (192 characters)



## Interior Page Premium \$300 ea/mo

- Targeted Placement on High Traffic Category Pages
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)/Body Copy (192 characters)
- Available Pages:

- [Things to Do](#)
- [Shopping](#)
- [Outdoors](#)
- [Family Fun](#)
- [Tours & Sightseeing](#)
- [Arts & Entertainment](#)
- [Museums & History](#)
- [Spas & Salons](#)
- [Events](#)

- [Places to Stay](#)
- [Hotels & Resorts](#)
- [Vacation Rentals](#)
- [Bed & Breakfasts](#)
- [Campgrounds](#)
- [Restaurants](#)
- [Wineries, Breweries & Distilleries](#)

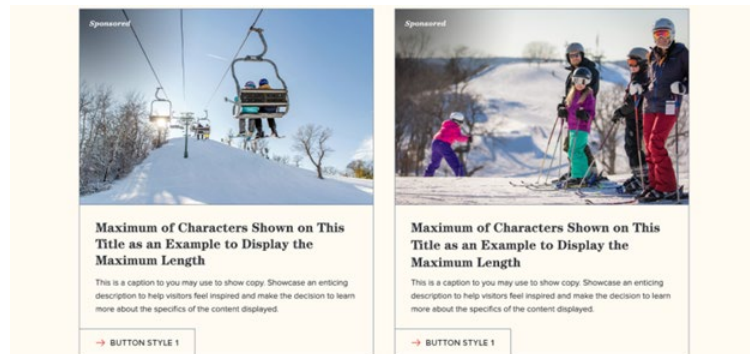
- [Bakeries, Coffee & Sweets](#)
- [Local Services](#)
- [Meetings](#)
- [Weddings](#)

1

# Website Advertising (cont'd)

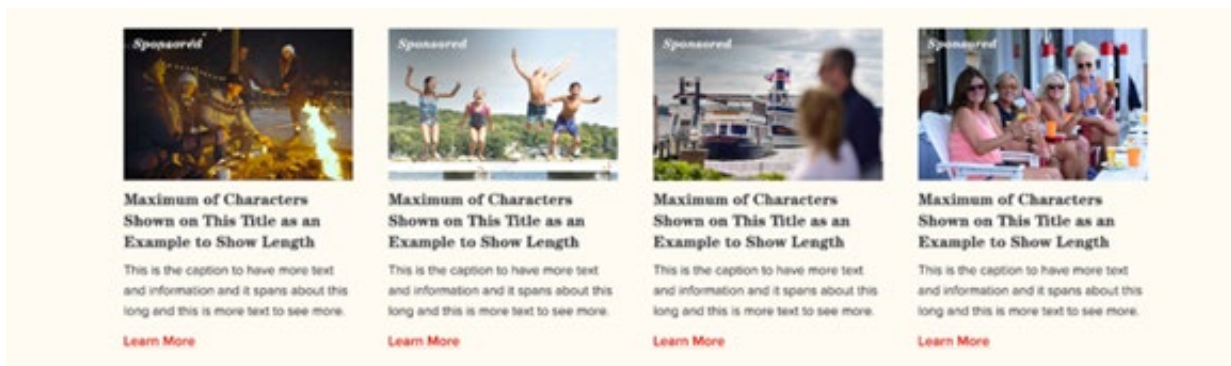
## Run of Site Premium \$400/mo

- Side by Side 2 Across
- Photo (600 x 400 pixels)
- Headline Copy (84 characters)
- Body Copy (192 characters)
- Runs 80% of Site Pages



## Run of Site Spotlight \$200/mo

- Side by Side 4 Across
- Photo (600 x 400 pixels)
- Headline Copy (70 characters)
- Body Copy (116 characters)
- Runs 80% of Site Pages



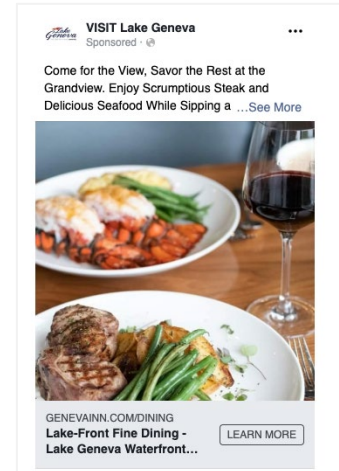
*visitlakegeneva.com*

## 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 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



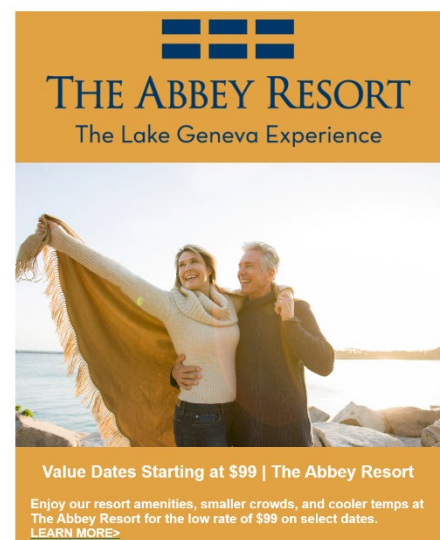
**Material Deadline: Two weeks prior to first of month.**

## 3 Email Marketing

### Monthly Insider Email | \$150

- 53,000 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**

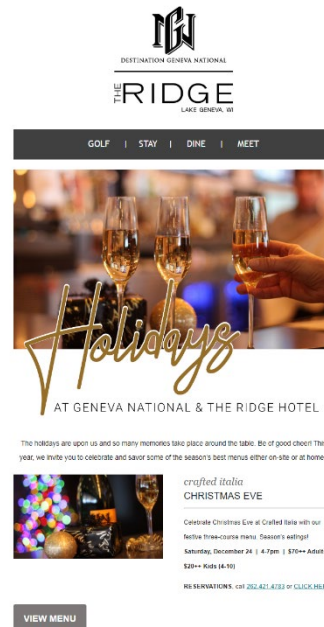


### 3 Email Marketing (cont'd)

## Exclusive Email | \$350

- 53,000 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 2023 Co-Op Insertion Order

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### WEBSITE | VISITLAKEGENEVA.COM

#### HOME PAGE PREMIUM (\$350 per month)

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

#### INTERIOR PAGE PREMIUM (\$300 per page/per month)

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

Choose Page(s):

- ☐ Things to Do ☐ Shopping ☐ Outdoors ☐ Family Fun ☐ Tours & Sightseeing ☐ Arts & Entertainment  
☐ Museums & History ☐ Spas & Salons ☐ Places to Stay ☐ Hotels & Resorts ☐ Vacation Rentals ☐ Bed & Breakfasts  
☐ Campgrounds ☐ Events ☐ Restaurants ☐ Wineries, Breweries & Distilleries ☐ Bakeries, Coffee & Sweets  
☐ Local Services ☐ Meetings ☐ Weddings

#### ROS PREMIUM (\$400 per month)

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

#### ROS SPOTLIGHT (\$200 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ 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: [deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com) – or –
- Mail: VISIT Lake Geneva, Attn: Deanna Goodwin, 527 Center St., Lake Geneva, WI 53147

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