

2023 CO-OP MARKETING PROGRAM

VISIT Lake Geneva | 2023 Co-op Marketing Program



Website Advertising
Social Media
Email Marketing
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 <u>deanna@visitlakegeneva.com</u> (262) 812-0021

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)



This the Maximum of Characters Shown on This Title as an Example on this Side by Side Layout

This is a caption to you may use to show copy. Showcase an enticing description to help visitors feel inspired and make the decision to learn more...

→ BUTTON STYLE 1

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:
 - <u>Things to Do</u>
 - <u>Shopping</u>
 Outdoors
 - Outdoors
 - <u>Family Fun</u>Tours & Sightseeing
 - <u>Tours & Signtseeing</u>
 Arts & Entertainment
 - <u>Arts & Entertainment</u>
 <u>Museums & History</u>
 - <u>Spas & Salons</u>
 - Events

- Places to Stay
- Hotels & Resorts
- <u>Vacation Rentals</u>
- Bed & Breakfasts
- Campgrounds
- Restaurants
- Wineries, Breweries & Distilleries

- <u>Bakeries, Coffee &</u> <u>Sweets</u>
- Local Services
- Meetings
- <u>Weddings</u>

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



Maximum of Characters Shown on This Title as an Example to Display the Maximum Length This is a again to you may use to show copy. Showcase an enticing description to help values the impreed and make the decision to learn more about the specific of the content displayed.



Maximum of Characters Shown on This Title as an Example to Display the Maximum Length This is a caption to you may use to show copy Showcase an entring discuption to help writers keil ingured and make the decision to learn more about the specifics of the content displayed.

-> BUTTON STYLE 1

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



Maximum of Characters Shown on This Title as an Example to Show Length This is the caption to have more text

and information and it spans about this long and this is more text to see more. Learn More



Maximum of Characters Shown on This Title as an Example to Show Length

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Learn More



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Maximum of Characters Shown on This Title as an Example to Show Length

This is the caption to have more text and information and it spans about this long and this is more text to see more.

Learn More



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



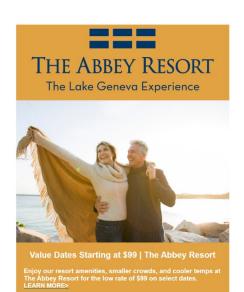
Material Deadline: Two weeks prior to first of month.



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.





AT GENEVA NATIONAL & THE RIDGE HOTEL

Inclidays are upon us and so many memories take place around the table. Be of good cheen TI r, we invite you to celebrate and savor some of the season's best menus either on-site or at hon

> crafted italia CHRISTMAS EVE



RESERVATIONS, cal 262 421 4783 or CLICK HERE

VIEW MENU

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 GEB 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 GEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC EXCLUSIVE EMAIL (\$350 each)

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

AUTHORIZATION

Signature

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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.