VISIT Pake Genera

2024 COPMARKETING PROGRAM

AR





Website Advertising
Social Media
Email Marketing
2024 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 Kellie Carper Marketing Coordinator kellie@visitlakegeneva.com (262) 374-5595

I Website Advertising

1.3 million visits & 4.1 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 the first of the month.

Home Page Premium \$350 per month

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



Enjoy the perfect fall activity for the whole family! Lake Geneva Cruise Line

Join us aboard our lake cruises this October for an activity perfect for anyone who loves fall. See the leaves changing on the shoreline alongside epic estates that will take your breath away while enjoying fall snacks and drinks!

→ READ MORE

Interior Page Premium \$300 per page per month

- 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 & HistorySpas & Salons
 - Lessons, Classes & DIY

- Events
- Places to Stay
- Hotels & Resorts
- Vacation Rentals
- Bed & Breakfasts
- Campgrounds
- Food & Drink
- Wineries, Breweries & Distilleries

- Bars, Taverns, & Cocktail Lounges
- Bakeries, Coffee & Sweets
- Local Services
- Meetings & Groups
- Weddings

1 Website Advertising (cont'd)

Run of Site Premium \$400 per month

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



Discover Newly Transformed Guest Rooms at Grand Geneva Resort & Spa

From spacious suites featuring fireplaces, dining areas and expansive patios, to rooms with private balconies and peaceful nature and lake views, be one of the first to experience all-new accommodations.

→ READ MORE



12 Amazing Ways to Enjoy Fall Colors in Lake Geneva!

Visitors travel from near and far to watch the magic of autumn colors in Wisconsin and there's no better place to watch this natural wonder than the Lake Ceneva region.

→ READ MORE

Run of Site Spotlight \$200 per month

- 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 This is the caption to have more text

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





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

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





Exclusive Facebook Ad 1 \$150

Facebook co-op ads will feature participating partner businesses as individual posts within VISIT Lake Geneva's page. Half of the co-op cost will be invested in a media buy that will run for a period of 5-7 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 the preferred run date.



- 53,000 opt-in subscribers
- Deployed first full week of the month
- You provide:
 - Logo
 - Photo
 - Headline
 - Up to 50 words of copy
 - URL Link





Material Deadline: Two weeks prior to the first of the 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)





Ready to Enhance Your Outdoor Living Space? When it comes to designing your perfect outdoor space, choose the company with over 50 years of experience designing, building, and maintaining premium outdoor spaces. From paver patios, decks, and retaining walls to irrigation systems, lighting, and fire features, we have you covered. We're your single source for everything outdoors, providing a smooth and seamless execution while saving you the hassle and complexity of working with multiple contractors. With our highly-trained crew, we bring the skillset and know-how that's right for your custom design.

The Reesman Company has become a trusted partner and advisor for our clients. Our landscape professionals will guide you through your project from concept to completion. Combining creativity and strong landscape design with years of horticulture, irrigation and water management, excavation, and grading experience, we are the single source for all your landscaping needs. Experience The Reesman Company difference for yourself.

LEARN MORE

Material Deadline: Two weeks prior to requested deployment date.

4 | VISIT Lake Geneva 2024 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 □ Lessons, Classes & DIY □ Places to Stay □ Hotels & Resorts

□ Vacation Rentals □ Bed & Breakfasts □ Campgrounds □ Events □ Food & Drink □ Wineries, Breweries & Distilleries

🗅 Bakeries, Coffee & Sweets 🗅 Bars, Taverns & Cocktail Lounges 🗅 Local Services 🗅 Meetings & Groups 🗅 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): 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): I JAN I FEB I MAR I APR I MAY I JUN I JUL I AUG I SEP I OCT I NOV I DEC

EMAIL MARKETING

MONTHLY INSIDER EMAIL (\$150 each)

Choose Month(s): I JAN I FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC **EXCLUSIVE EMAIL (\$350 each)**

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

AUTHORIZATION

Signature

Date

PLEASE SUBMIT YOUR COMPLETED INSERTION ORDER TO:

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

Advertising will be invoiced following each month's placements.