

CO-OP MARKETING PROGRAM

Contents

Website Advertising
Social Media
Email Marketing
2025 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

Website Advertising

1.7 million visits & 5.1 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)



Kids Eat Free at Pier 290!

Enjoy family dining this fall and take advantage of kids eat free every day! Whether it's weekday dinners or fun weekend lunches, kids will love our children's menu and you'll love the savings.

→ 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 & History
 - Spas & 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

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



Sky and su not not a used value value Reserve a cozy winter stay and enjoy free skiing on any day of the week! So don't miss out on carving through the slopes and relaxing by a warm fire. Book today! → READ MORE



Breakfast with Santa at Timber Ridge

Make holiday memories at Breakfast with Santa! Enjoy a delicious breakfast, festive activities and a special visit with Santa himself. Reserve your spot for this magical morning!

→ 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.

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 spens 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

visitlakegeneva.com

2 Social Media

Exclusive Facebook Ad | \$150

Facebook co-op ads will feature participating partners as individual boosted posts within VISIT Lake Geneva page feed. Half of the co-op cost will be invested in boosting the post in the VLG markets running for a period of 5-7 days to VISIT Lake Geneva's targeted audience. You provide:

- Up to 5 photos
- Post copy (VLG will optimize)
- ONE click-through URL
- Additional target parameters



Material Deadline: Two weeks prior to the preferred run date.

3 Email Marketing

Monthly Insider Email Ad | \$150 Featured Partner

- 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



Join us for the 44th Art in the Park-Lake Geneva on August 10 & 11, 2024



Enjoy stunning art with over 100 artists from across the country, delicious local food, and family-friendly activities amidst beautiful scenery. Don't miss this chance to immersy oversifi in creativity and community spirit. Sponsored by the Geneva Lake Arts Foundation and the City of Lake Geneva Tourism Commission.

Learn More!

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)







STAY AND SKI FREE

Hit the slopes and stay in style with our Stay and Ski Free package! Stay the night and enjoy two complimentary lift tickets for a perfect day on the ski hill. And new this year, you can stay any night of the week, including weekends, making it even easier to plan your winter adventure. Book now for a getaway packed with snow, slopes and relaxation.

Material Deadline: Two weeks prior to requested deployment date.

4 | VISIT Lake Geneva 2025 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): JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV 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): JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC EXCLUSIVE EMAIL (\$350 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

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.