



VISIT *Lake Geneva*

2025

CO-OP MARKETING
PROGRAM



Contents

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

1 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

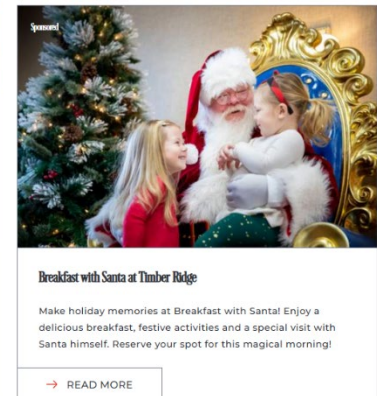
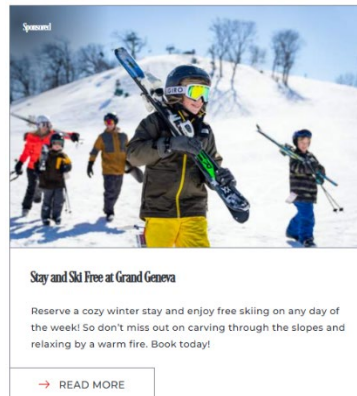
- Targeted Placement on High Traffic Category Pages
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)
- Body Copy (192 characters)
- Available Pages:

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> ▪ Things to Do ▪ Shopping ▪ Outdoors ▪ Family Fun ▪ Tours & Sightseeing ▪ Arts & Entertainment ▪ Museums & History ▪ Spas & Salons ▪ Lessons, Classes & DIY | <ul style="list-style-type: none"> ▪ Events ▪ Places to Stay ▪ Hotels & Resorts ▪ Vacation Rentals ▪ Bed & Breakfasts ▪ Campgrounds ▪ Food & Drink ▪ Wineries, Breweries & Distilleries | <ul style="list-style-type: none"> ▪ Bars, Taverns, & Cocktail Lounges ▪ Bakeries, Coffee & Sweets ▪ Local Services ▪ Meetings & Groups ▪ Weddings |
|---|---|---|

1 Website Advertising (cont'd)

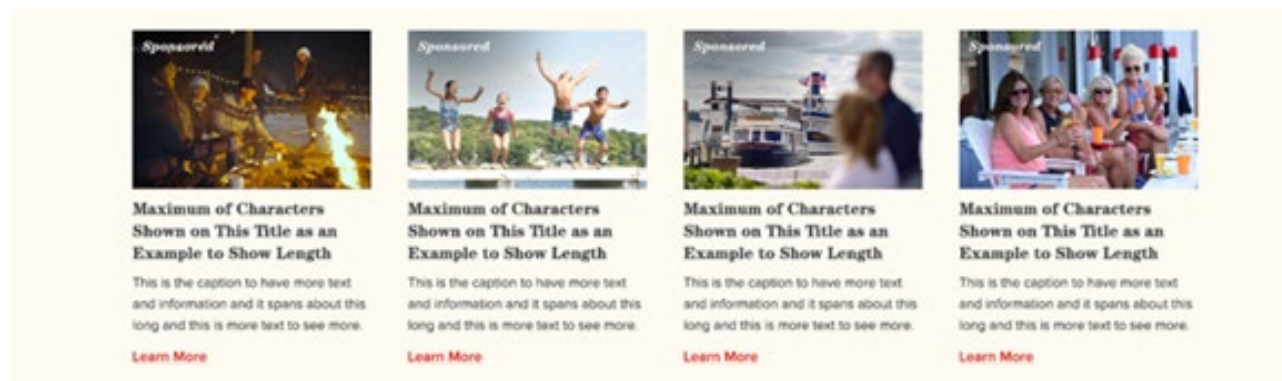
Run of Site Premium \$400 per month

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



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



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



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)



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): 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: kellie@visitlakegeneva.com – or –
- Mail: VISIT Lake Geneva, Attn: Kellie Carper, 527 Center St., Lake Geneva, WI 53147

Advertising will be invoiced following each month's placements.