



2026

CO-OP MARKETING
PROGRAM



Contents

- 1 | Website Advertising**
- 2 | Social Media Marketing**
- 3 | Email Marketing**
- 4 | 2026 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 Manager

kellie@visitlakegeneva.com

(262) 374-5595

1

Website Advertising

2+ million website visits & 5.3 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)
- One URL to link the ad to



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)
- One URL to link the ad to
- 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

1

Website Advertising (cont'd)

Run of Site Premium \$400 per month

- Side by Side 2 Across
- Runs on 80% of Site Pages
- Photo (600 x 400 pixels)
- Headline Copy (84 characters)
- Body Copy (192 characters)
- One URL to link the ad to

Sponsored



Stay and Ski Free at Grand Geneva

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](#)

Sponsored



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 | Runs on 80% of Site Pages
- Photo (600 x 400 pixels)
- Headline Copy (70 characters)
- Body Copy (116 characters)
- One URL to link the ad to



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 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](#)

****This option is only available when 2 or more partners order it.**

visitlakegeneva.com

2 Social Media

Exclusive Facebook Ad | \$150

Co-op ads on the VLG Meta platforms will feature participating partners as individual boosted posts within VISIT Lake Geneva page feeds. 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 link
- Additional target parameters



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

3 Email Marketing

Monthly Insider Email Ad | \$150

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

Featured Partner

ART IN THE PARK

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

A photograph of the Art in the Park event. It shows several white tents set up in a grassy park area under a clear blue sky. In the foreground, there are various pieces of colorful artwork on display, including paintings and sculptures. People are visible walking around and looking at the art.

[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
 - Deployed on Tuesdays & Thursdays
- You provide:
 - Subject line
 - Logo
 - Photo(s)
 - Headline
 - Copy (no limit)
 - URL Link(s)

[View this email in your browser.](#)



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 2026 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
- Electronic Insertion Order Form available [HERE](#).

Advertising will be invoiced following each month's placements.