



2026

CO-OP MARKETING  
PROGRAM



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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](mailto:kellie@visitlakegeneva.com)

(262) 374-5595

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# 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

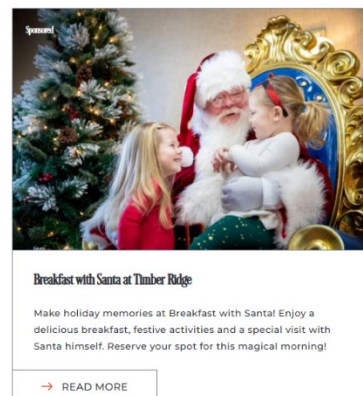
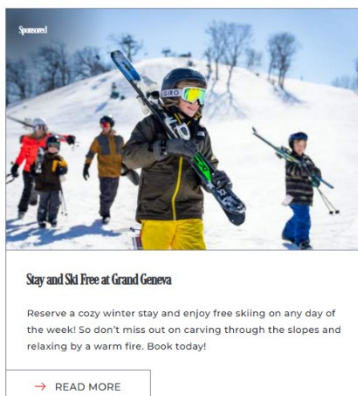
- Targeted Placement on High Traffic Category Pages
- Photo (990 x 660 pixels)
- Headline Copy (70 characters) | Body Copy (192 characters)
- One URL to link the ad to
- Available Pages:
  - Things to Do
  - Shopping
  - Outdoors
  - Family Fun
  - Tours & Sightseeing
  - Arts & Entertainment
  - Museums & 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

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# Website Advertising (cont'd)

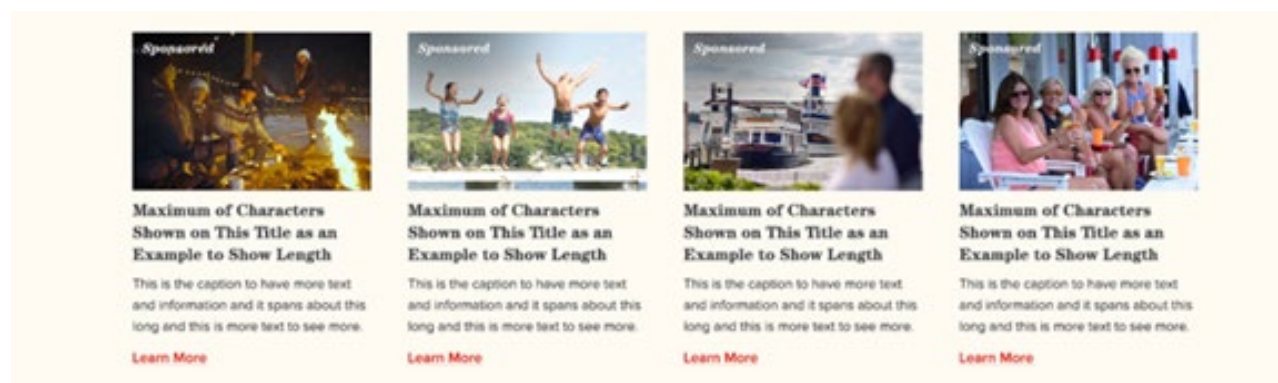
## Run of Site Premium \$400 per month

- 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



## 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



**\*\*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



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 immerse yourself 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
  - 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.**

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## | 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](mailto: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.