

Co-op Advertising Annual Program

October-September



Co-op Advertising Program

Let's Minocqua is pleased to offer co-op advertising opportunities for the fiscal year (October-September). Our co-op advertising program offers efficient and targeted options to help businesses meet their objectives, drive traffic to our partners' websites, and reach consumers when and where they are trip planning.

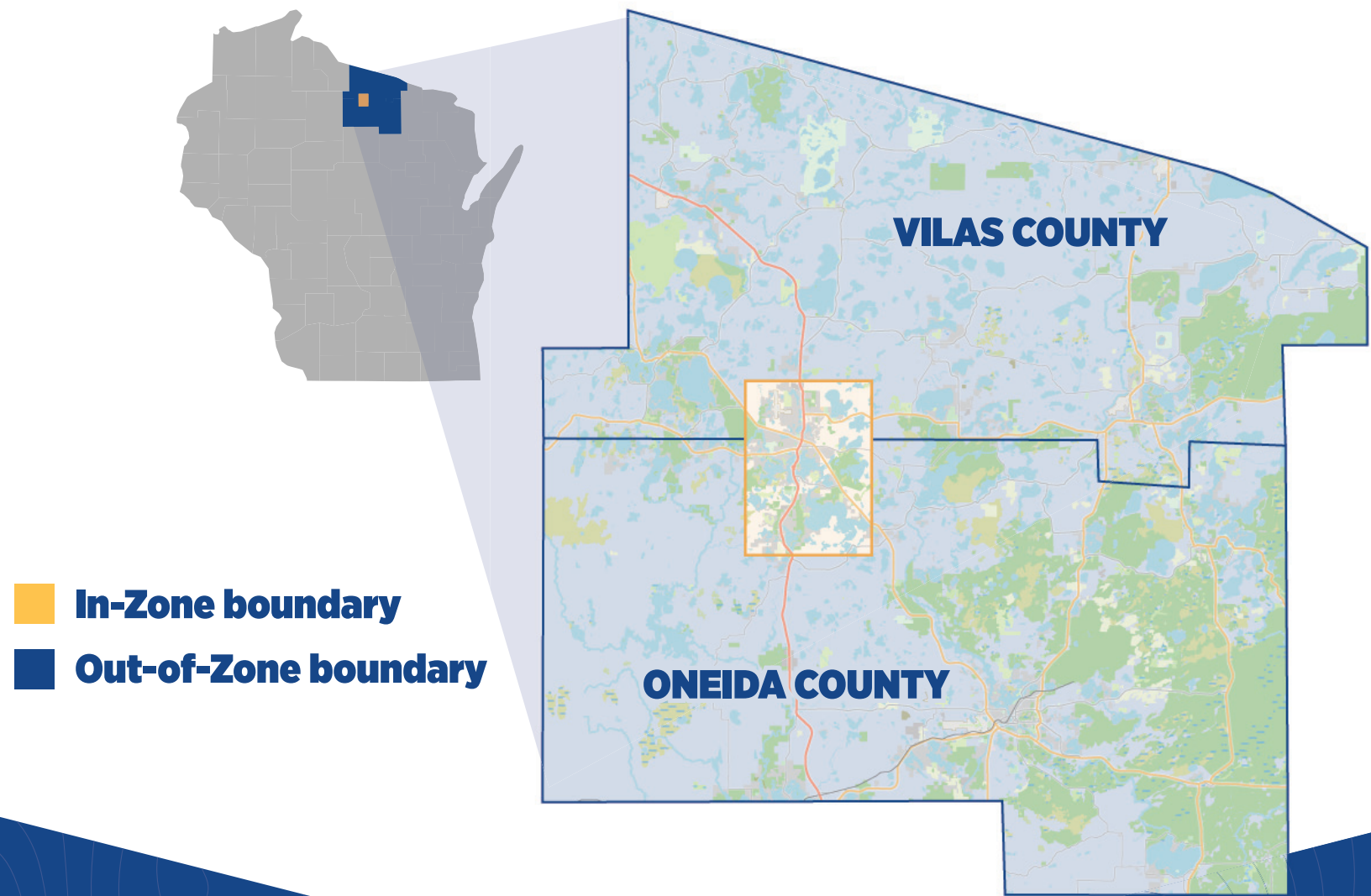
The co-op partnership advertising program helps maximize the value of your marketing dollars and provide marketing opportunities that might otherwise not be available from a budget perspective. It also provides new ad opportunities with potentially less risk than you would find outside the program.

Let's Minocqua uses industry research, the latest travel trends, and tools like geotargeting to offer advertising options that effectively reach your target audience.

All advertising opportunities are managed by Let's Minocqua.

Zone Rates

Businesses within the Let's Minocqua Room Tax Zone (**In-Zone**) include Arbor Vitae, Hazelhurst, Minocqua and Woodruff. Businesses outside of the Let's Minocqua In-Zone boundary, but within Oneida and Vilas Counties, are considered in the Let's Minocqua **Out-of-Zone** boundary. Out-of-Zone area excludes lodging. Prices are reflected throughout.



Banner ad Campaign

Place your banner ads across Google's network of more than 35 million websites and apps – targeted to Let's Minocqua's ideal audience and key markets (Chicago, Milwaukee, Madison, Green Bay-Appleton, La Crosse-Eau Claire, Minneapolis–Saint Paul).



OPTION 1

Estimated Deliverables: 1M+ impressions
 Timeframe: 3 months
In-Zone Investment: \$6,000*
Out-of-Zone Investment: \$6,200*

OPTION 2

Estimated Deliverables: 500k impressions
 Timeframe: 6 weeks
In-Zone Investment: \$3,000*
Out-of-Zone Investment: \$3,200*

Static Banner Specs: 160 × 600 | 300 × 600 | 300 × 250 | 728 × 90 | 970 × 90 | 970 × 250
 Acceptable Formats: JPG, GIF, HTML5*
 Max Size: 150kb

*Design services available for additional fee

Welcome Center

Put your business on the big screen at the Let's Minocqua Welcome Center. The large 65in screen will give your spotlight 24-hour exposure while guests are visiting the welcome center. Averaging 35,000 visitors to Let's Minocqua Welcome Center each year.



OPTION 1

Timeframe:	1 month
In-Zone Investment:	\$200
Out-of-Zone Investment:	\$400

OPTION 2

Timeframe:	3 months
In-Zone Investment:	\$500
Out-of-Zone Investment:	\$700

OPTION 3

Timeframe:	6 months
In-Zone Investment:	\$900
Out-of-Zone Investment:	\$1,100

OPTION 4

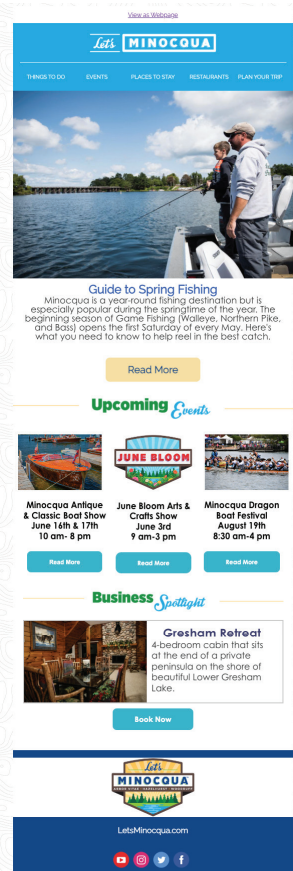
Timeframe:	1 year
In-Zone Investment:	\$1,200
Out-of-Zone Investment:	\$1,400

LITERATURE (posters & brochures)

Timeframe:	1 year
Out-of-Zone Investment:	\$200

Monthly Visitor E-Newsletter

Put your brand and business in the inbox of approximately 18K consumers who've already expressed interest in the Minocqua Area by taking advantage of Let's Minocqua's E-Newsletter program.



Local Highlights & Events Feature

- Includes: Name of Business/Event, Short Description (15 words or less), URL
- Details: Max of 6 Local Highlights Features per E-Newsletter

In-Zone Investment: \$100
Out-of-Zone Investment: \$300

Business Spotlight

- Includes: Photo, Business Name, Short Description (25 words or less), URL
- Details: Max of 4 business spotlights per E-Newsletter

In-Zone Investment: \$150
Out-of-Zone Investment: \$350

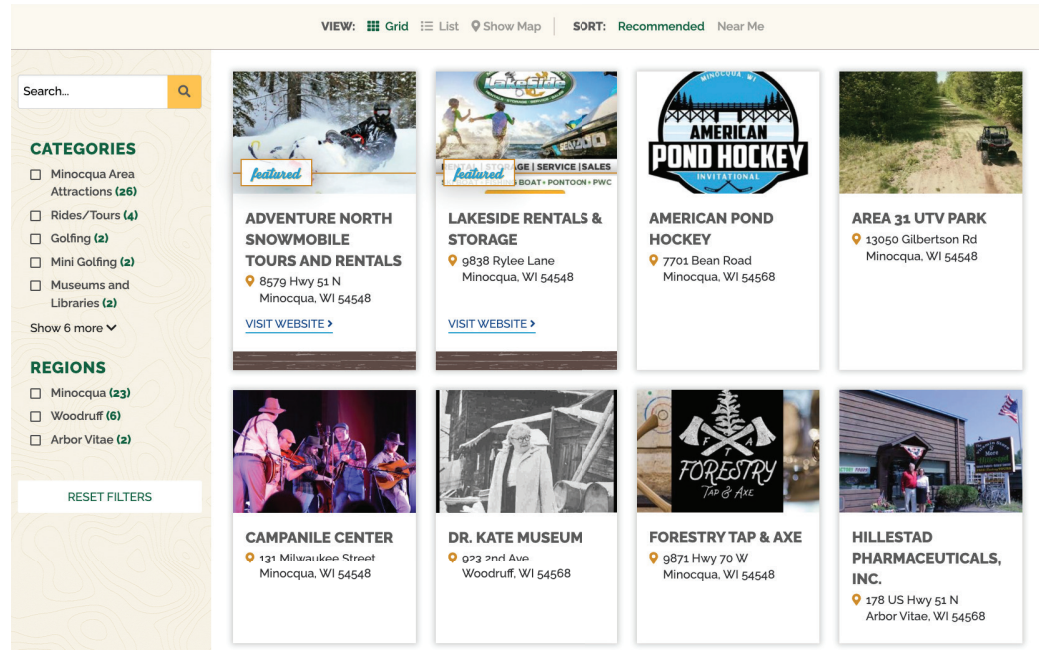
Let's Minocqua Visitors Bureau • Chamber of Commerce | 8216 Hwy 51, PO Box 1006, Minocqua, WI 54454

Subscribe: letstail@minocqua.org
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Website Enhancement

Feature your business or event and drive traffic to your site on select, top-viewed pages on LetsMinocqua.com.

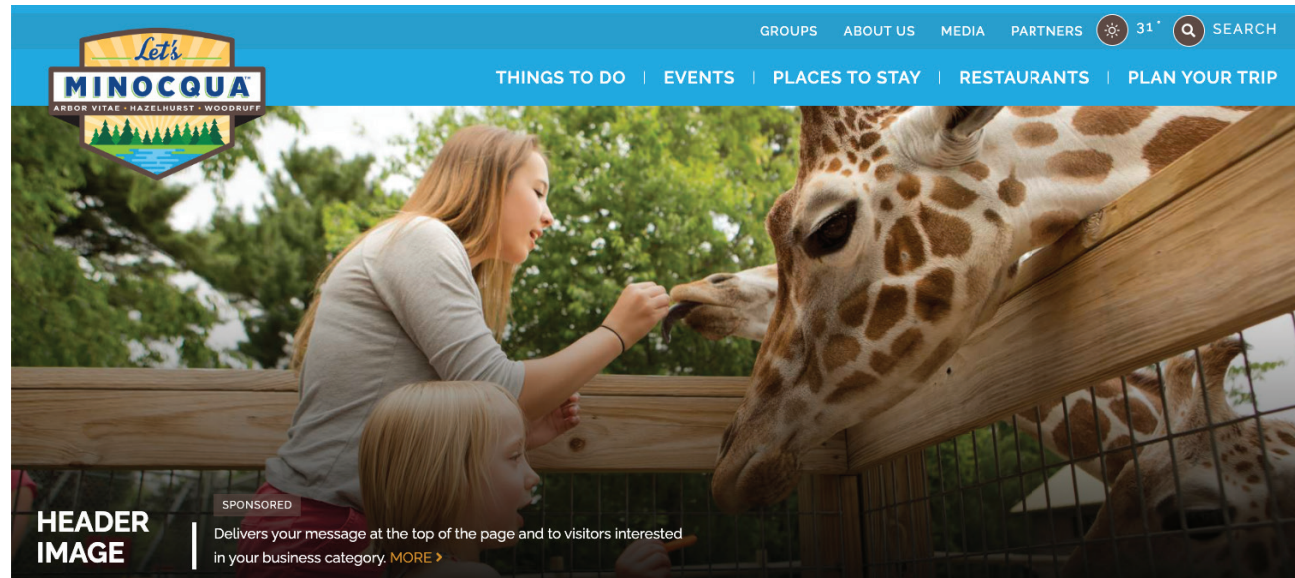


FEATURED LISTINGS

Placement	Max Units	In-Zone Monthly Spend/Unit	Out-of-Zone Monthly Spend/Unit
• Featured Listing on Places to Stay	10	\$150	NA
• Featured Listing on Events	10	\$150	\$180
• Featured Listing on TTD>Attractions	10	\$150	\$180
• Featured Listing on TTD>Shopping	10	\$150	\$180
• Featured Listing on Restaurants	10	\$150	\$180

Website Enhancement

Feature your business or event and drive traffic to your site with a compelling header image on select, top-viewed pages on LetsMinocqua.com.



HEADER IMAGE

SPONSORED

Delivers your message at the top of the page and to visitors interested in your business category. [MORE >](#)

HEADER IMAGES

Placement

- Header image Sponsor on Places to Stay
- Header image Sponsor on Events
- Header image Sponsor on TTD>Attractions
- Header image Sponsor on TTD>Shopping
- Header image Sponsor on Restaurants

Max Units

1
1
1
1
1

In-Zone Monthly Spend/Unit

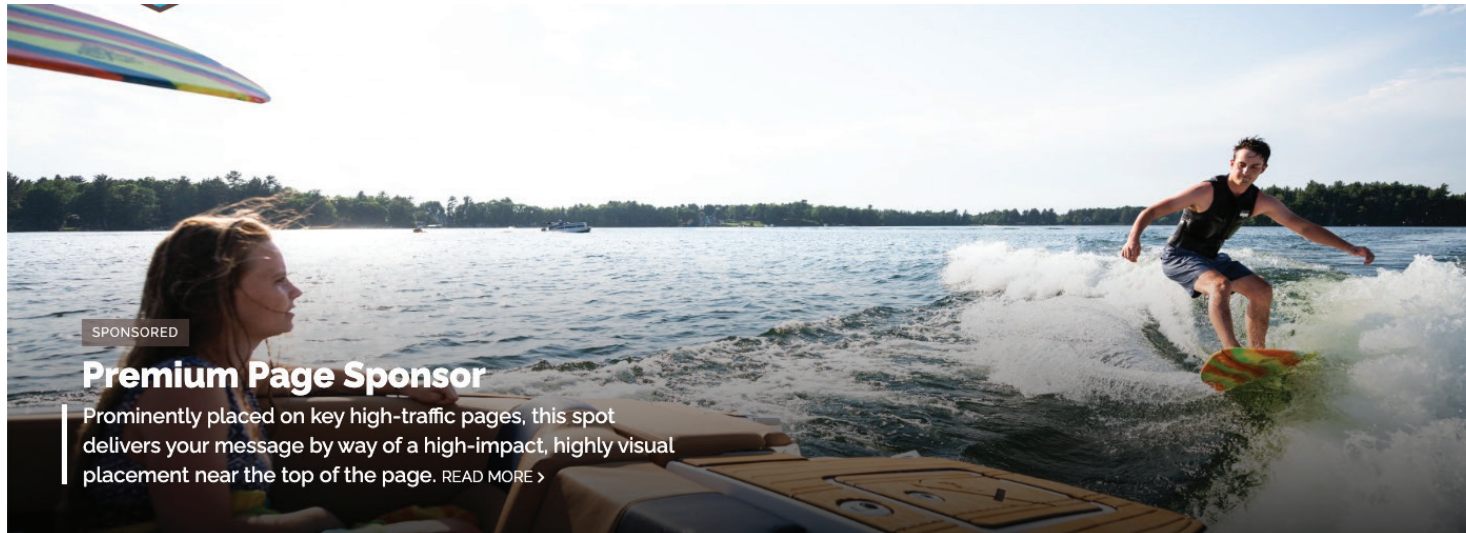
\$300
\$250
\$250
\$250
\$250

Out-of-Zone Monthly Spend/Unit

NA
\$300
\$300
\$300
\$300

Website Enhancement

Feature your business or event on category-specific pages for premium visibility to website visitors who are searching the Let's Minocqua website.



PREMIUM PAGE SPONSORSHIPS

Placement

- Premium Page Sponsor on Places to Stay
- Premium Page Sponsor on Events
- Premium Page Sponsor on TTD>Attractions
- Premium Page Sponsor on TTD>Shopping
- Premium Page Sponsor on Restaurants

Max Units

1
1
1
1
1

In-Zone Monthly Spend/Unit

\$250
\$200
\$200
\$200
\$200


Out-of-Zone Monthly Spend/Unit

NA
\$240
\$240
\$240
\$240

Website Enhancement

Feature your business or event in multiple placements across the Let's Minocqua website on mobile and desktop.

SPONSORED




Run of Site — awesome reach across categories

Delivers content to nearly every page on the site to generate tons of impressions and incredible visitor reach.

[READ MORE >](#)

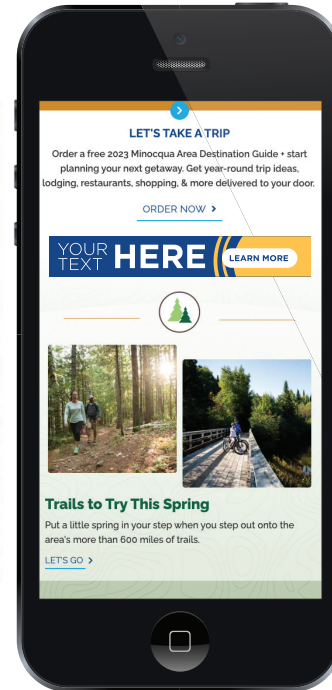
SPONSORED



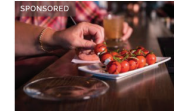
Bundle for a robust digital program.

Bundling with page-specific placements helps to increase ad recall and clicks.

[READ MORE >](#)




SPONSORED



Spotlight

Run on high-traffic pages across the site for awesome reach. [DETAILS >](#)


SPONSORED



Reach more visitors.

Perfect for highlighting your unique value. [DETAILS >](#)


SPONSORED



Bundle to optimize.

Bundle with other placements to reinforce your value proposition. [DETAILS >](#)

SPONSORED



Seasonal updates

Update seasonally to keep your brand message relevant. [DETAILS >](#)

RUN-OF-SITE PLACEMENTS

Placement

- Run of Site
- Mobile Footer
- Spotlight

Max Units

8
2
16

In-Zone Monthly Spend/Unit

\$200
\$275
\$150

Out-of-Zone Monthly Spend/Unit

\$250
\$344
\$188

Business Shoot

Sign up for a photo shoot with local photographer capture interior/ exterior images and videos of your business, both from the ground and up in the air! Perfect for building or expanding a photo library for your own marketing and advertising purposes.



Shoot Information:

- Digital photo & video assets will be delivered to partner via online link provided by photographer
- Photo & video assets delivered to partner within 2 weeks of shoot date
- All photos & videos must be captured during a one-time visit to business, limited to a single location
- Only two slots available per week
- Partner will indicate to Let's Minocqua a preferred week for shoot (based on availability)
- Day and time of shoot within week will be coordinated by partner and photographer
- Partner limited to one shoot per season
- All invoicing will be handled by Let's Minocqua
- Let's Minocqua will have access to and non-exclusive usage rights to all photos & videos captured through these offerings. Let's Minocqua usage includes (but not limited to) destination guide, website, social media, etc.

Business Shoot

With marketing tools dominated by images & video, it's more important than ever to have high-quality photography and videography to represent your business. We are offering an opportunity to work with a local professional to capture images and videos at your business.

Photography Package Standard

Mark photo needs:

- Interior
- Exterior
- Drone (15 photos)

Photography Package Add-Ons*

- 15 additional photos (interior and exterior)
- Up to additional ½ hour of shoot time

Video Package Standard

Mark video needs:

- Interview
- Interior
- Exterior

Length:

- 30 minutes
- 1 hour

Video Package Add-Ons*

- Drone footage

Length:

- 15 minutes
- 30 minutes

Price varies, based on needs.

*Add-ons cannot be purchased separately, only in addition to the Standard Photo & Video Packages



Contact Information

Contracts are to be submitted to Let's Minocqua. Contracts must include signature and date to be considered valid. By filling out and signing a contract you agree to the full cost of the program item(s) you sign up for. You also agree to the guidelines as laid out in this document for each advertising option.

Let's Minocqua will send you an invoice that you are expected to pay in full prior to the run of any ads. Failure to do so will result in your advertising messages being pulled. Space is available on a first come, first serve basis.

Reporting will be provided for opportunities and campaigns with performance metrics available.

All contracts and materials must be submitted directly to:

Barb Wagoner, Managing Director
Phone: (715) 356-5266 | Email: barb@minocqua.org



LetsMinocqua.com   