



Co-op Advertising **Annual Program** October-September



LetsMinocqua.com    

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.

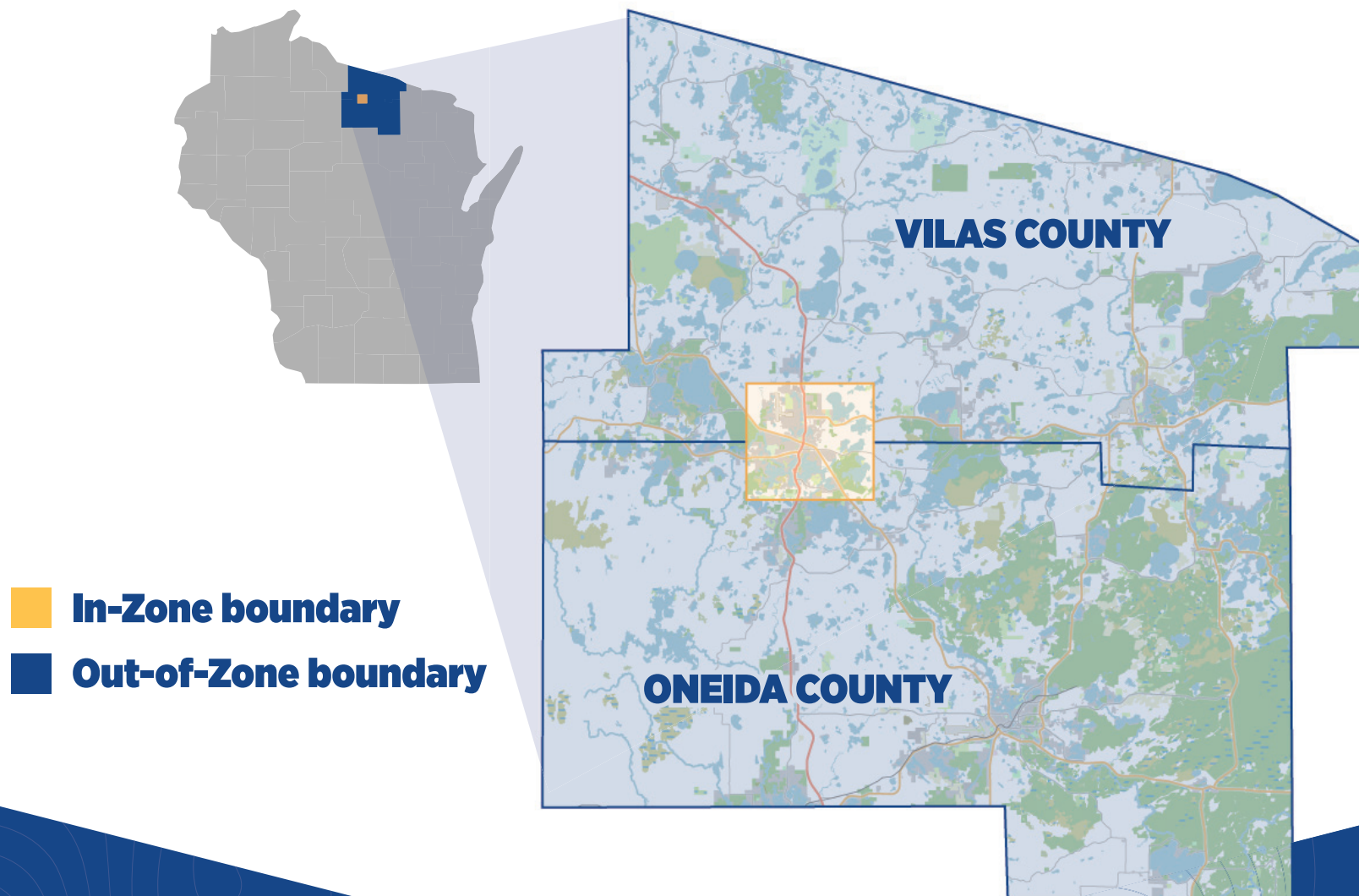
The co-op partnership advertising program helps maximize the value of your marketing dollars and provide marketing opportunities that might otherwise not be available from a budget perspective. It also provides new ad opportunities with potentially less risk than you would find outside the program.

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, 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. 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, 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

Native ad Campaign

These ads show up across the internet on potentially thousands of websites and are a combination of images and headlines that get mixed and matched to find the top performers. We'll measure success based on how many times the ads are viewed, but they also drive traffic to your website.



LET'S MINOCQUA

Discover Outdoor Dining in the Northwoods

From lakeside docks to open-air patios, you'll find great outdoor dining options throughout the Minocqua Area.



LET'S MINOCQUA

Outdoor Dining

Find great restaurants—with a side of fresh air.



LET'S MINOCQUA

Outdoor Dining

Find great restaurants—with a side of fresh air.

OPTION 1

Estimated Deliverables: 1M+ impressions
 Timeframe: 4 months
In-Zone Investment: \$6,500*
Out-of-Zone Investment: \$6,700*

OPTION 2

Estimated Deliverables: 500k impressions
 Timeframe: 2 months
In-Zone Investment: \$3,250*
Out-of-Zone Investment: \$3,450*

Image Sizes: 1200x627 | 600x600 | 800x600

All in jpg format

Logo: 300x300

Copy: Headline max 62 characters | Description max 120 characters

*Design services available for additional fee

Destination Guide

The destination guide is Let's Minocqua's primary consumer fulfillment piece, published each year in January. It contains comprehensive information about the area's activities and attractions as well as listings of restaurants, accommodations and many other travel services. The guide is found on all Travel Wisconsin racks, at visitors centers, and circulating throughout Illinois and Wisconsin.

DISPLAY AD OPTIONS

Ad Size	Width	Height	In-Zone Investment	Out-of-Zone Investment
Back Cover w/ bleed	8.625"	9.75"	\$3,950*	\$4,150*
Full Page w/ bleed	8.625"	11.125"	\$3,725*	\$3,925*
Full Page w/o bleed	7.375"	9.875"	\$3,725*	\$3,925*
1/2 Page vertical	3.5"	9.875"	\$1,895*	\$2,095*
1/2 Page horizontal	7.1877"	4.8419"	\$1,895*	\$2,095*
1/4 Page vertical	3.5"	4.8419"	\$995*	\$1,195*
1/8 Page vertical	1.6598	4.8454"	\$575*	\$775*
1/8 Page horizontal	3.5"	2.3278"	\$575*	\$775*
1/16 Page vertical	1.6545"	2.3235"	\$310**	\$510*
1/16 Page horizontal	3.5"	1.0709"	\$310**	\$510*

NATIVE AD OPTIONS

	In-Zone Investment	Out-of-Zone Investment
Arts	\$995*	\$1,195*
Attractions	\$995*	\$1,195*
Dining	\$995*	\$1,195*
Lodging	\$995*	NA

ENHANCED LISTING

	In-Zone Investment	Out-of-Zone Investment
125 character description	\$50	NA

*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

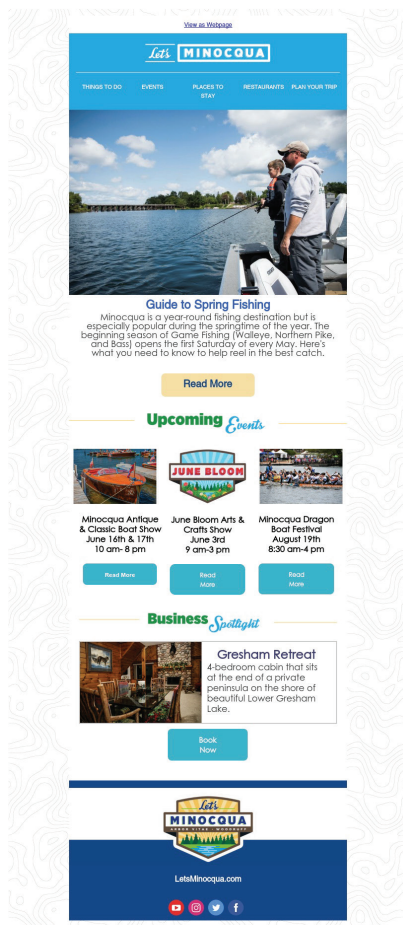
Timeframe:	1 year
In-Zone Investment:	\$1,200
Out-of-Zone Investment:	\$1,400

LITERATURE (posters & brochures)

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

Monthly 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

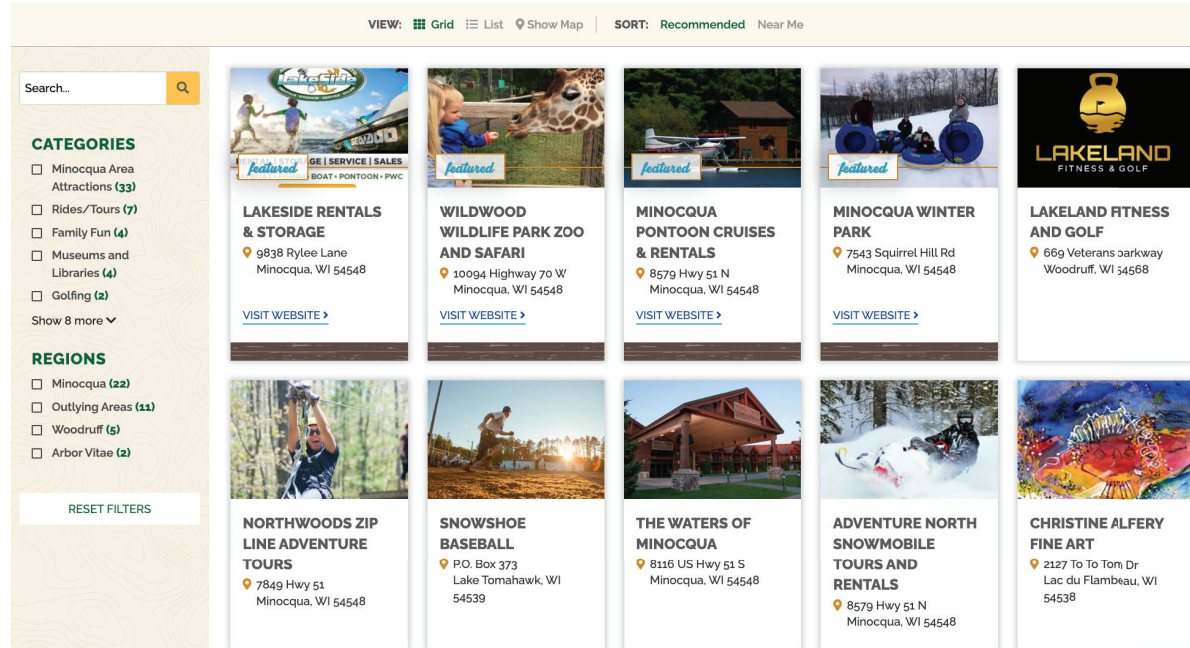
Business Spotlight

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

Website Enhancement

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



FEATURED LISTINGS

Placement

- Featured Listing on Places to Stay
- Featured Listing on Events
- Featured Listing on TTD>Attractions
- Featured Listing on TTD>Shopping
- Featured Listing on Restaurants

Max Units

10
10
10
10
10

In-Zone Monthly Spend/Unit

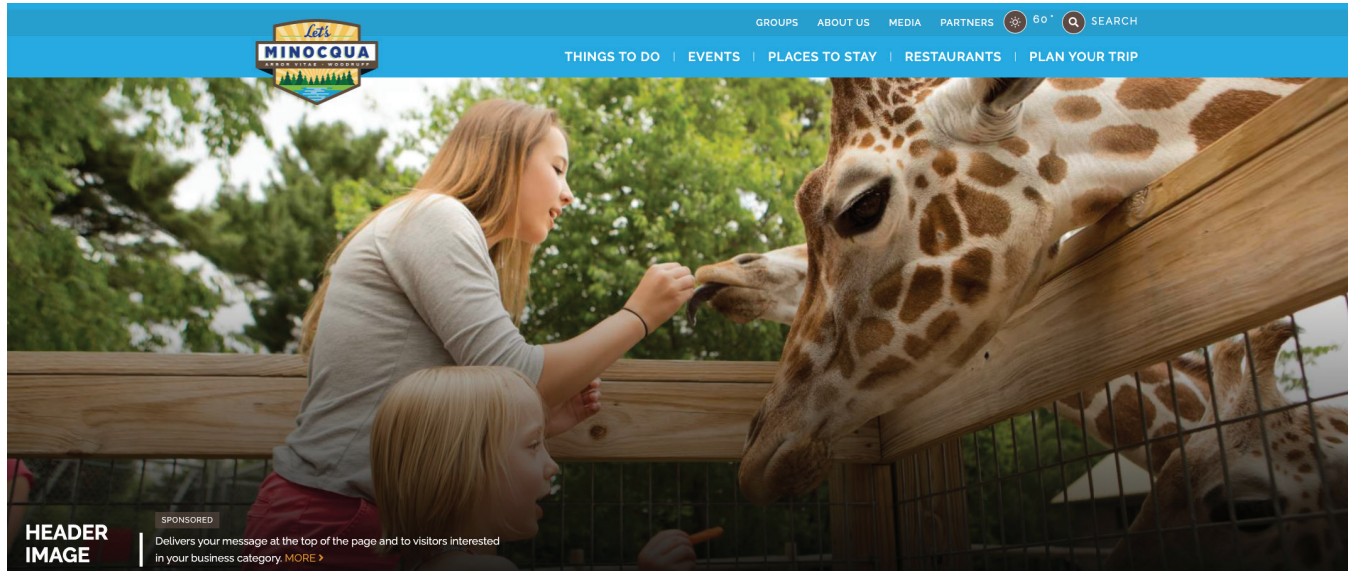
\$150
\$150
\$150
\$150
\$150

Out-of-Zone Monthly Spend/Unit

\$180
\$180
\$180
\$180
\$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 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

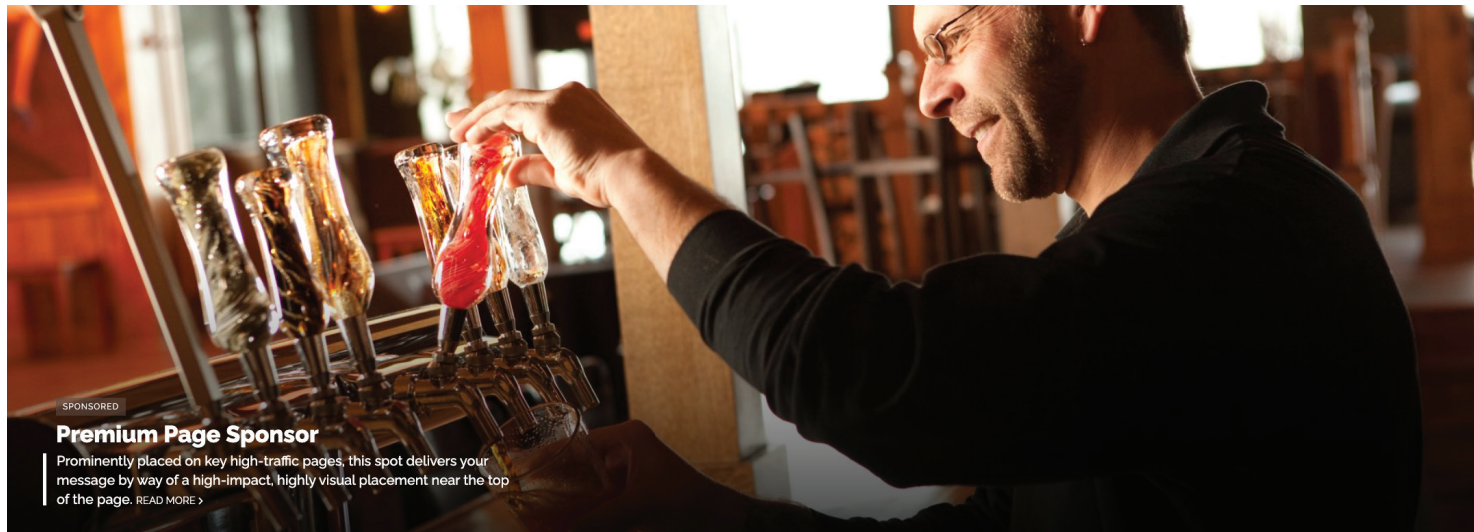
\$300
\$250
\$250
\$250
\$250

Out-of-Zone Monthly Spend/Unit

\$360
\$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

\$300
\$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 >](#)

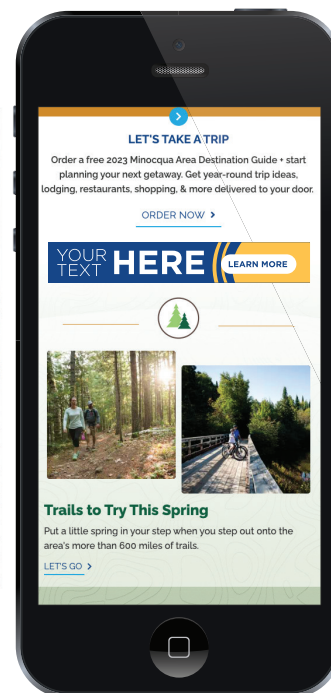
SPONSORED




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

Facebook Post

Social media is one of the best ways to engage with visitors online, and Let's Minocqua's Facebook page reaches more than 33,000 fans. Social allows for creative, visual, and dynamic ways to reach target audiences and encourage a variety of actions/conversions.



Includes:

- 50 words of copy
- Image or video (JPEG, PNG, MOV, MP4)
- URL
- Facebook handle

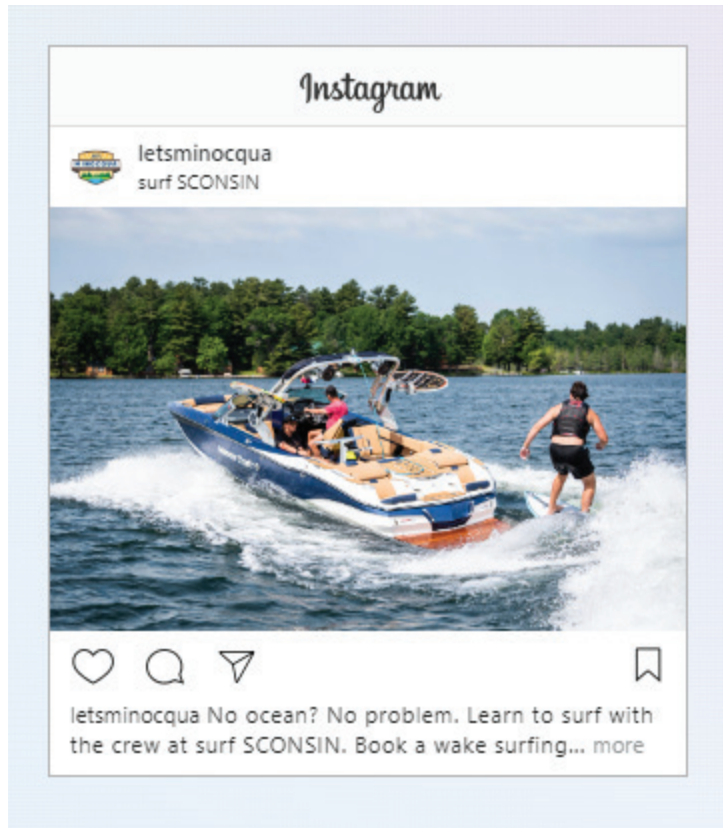
Details:

- Partners are limited to one (1) post per month
- One (1) co-op post available per week
- Imagery submitted must be high-resolution and engaging
- No logos or text within image accepted
- Let's Minocqua has the right to refuse imagery and/or content that does not follow brand guidelines and request alternative
- \$25 discount if you sign up for Facebook post AND Instagram post (refer to contract)
- Additional guidelines may apply.

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

Instagram Post

With 5,200 Instagram followers, Let's Minocqua can engage visitors from across the country with inspirational photos, video, and travel suggestions.



Includes:

- 50 words of copy
- Image or video (jpeg, png, mov, mp4)
- Instagram handle within copy
- Location and account tag
- Hashtags (3-5 max)

Details:

- Partners are limited to one (1) post per month
- One (1) co-op post available per week
- Imagery or video submitted must be high-resolution and engaging. No logos or text within image accepted
- Let's Minocqua has the right to refuse content that does not follow brand guidelines and request alternative
- \$25 discount if you sign up for Facebook post AND Instagram post (refer to contract)

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

Instagram Story

Let's Minocqua Instagram Stories are designed to be interactive and can help attract more visitors. They are one of the best ways to increase engagement.



Includes:

- 20 (max) words of copy
- Image or 15-sec video (jpeg, png, mov, mp4)
- Instagram handle within copy
- Location and account tag
- Hashtags (2 max)
- Call to action link

Details:

- Partners are limited to one (1) story per month
- One (1) co-op story available per week
- Story disappears after 24 hrs.
- Ideal for driving website traffic (utilizing the direct link within the story post) and/or increasing followers
- Stories are discoverable – meaning people that don't follow @LetsMinocqua can also see your story
- Max one co-op story per week
- Imagery or video submitted must be high-resolution and engaging.
- No logos within image accepted
- Let's Minocqua has the right to refuse content that does not follow brand guidelines and request alternative

In-Zone Investment:	\$200
Out-of-Zone Investment:	\$400

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

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.



Additional 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.

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    