



Stevens Point Area





PARTNER PROGRAM

Partner with us to promote your business

Don't miss the chance to have your business included in the Official Stevens Point Area Visitors Guide and website.

PARTNER BENEFITS

By advertising in the Official Stevens Point Area Visitors Guide, you become a Partner in Tourism. Partners can participate in a number of exclusive programs through partnering with the Stevens Point Area Convention & Visitors Bureau (SPACVB).

-  **STEVENSPOINTAREA.COM**
The top resource on local visitor information, from events, things to do, lodging and restaurants. Each Partner has their own page with detailed business information and links.
-  **BUSINESS REFERRALS**
Every day, our office receives inquiries about the Portage County area—in person, via phone, and by email. To best assist them, we refer them directly to your business. Partners also receive the benefit of business introductions, group tour leads/referrals, and meeting sales leads/referrals (if applicable).
-  **CALENDAR OF EVENTS**
To keep you up-to-date with local events, the SPACVB maintains and emails a monthly calendar of large events to help you plan/staff accordingly.
-  **INDUSTRY NEWSLETTERS**
Partners receive a monthly Partners Newsletter, filled with industry info and marketing initiatives. We also send a visitor-focused email to opt in subscribers with interest-based content and things to do in the Stevens Point Area.
-  **SOCIAL MEDIA & DIGITAL PLATFORMS**
As a Partner, you have the value-added benefit of promotion on Stevens Point Area social media and digital platforms, as space allows in our content calendar.
-  **VISITORS GUIDE DELIVERY**
This is a free service for Partners that will replenish your location with Stevens Point Area Visitors Guides on a rotating basis.
-  **PUBLICITY & MEDIA OUTREACH**
We actively promote the area to media and travel writers through PR efforts. Partners are also eligible to join in promotional opportunities and co-op advertising in statewide and regional media outlets, for a reduced cost.
-  **TRAVELWISCONSIN.COM**
By partnering with the SPACVB, your business and/or organization will be included on the Wisconsin Department of Tourism website, TravelWisconsin.com.
-  **SUPPORT WITH VISITOR EXPERIENCE**
As a Partner, your business will receive access to the SPACVB staff for support and advice regarding visitor experience. This includes site and familiarization tours, Partner visits, tourism industry-related events, and more.
-  **DISPLAY OF BROCHURES**
Partner businesses are prioritized for display of information, brochures, and event posters in Visitor Center (as space allows).



StevensPointArea.com



TOURISM MAKES AN IMPACT

Tourism means big business in Portage County and is at the heart of what we do. As the chief storytellers for the Stevens Point Area, we strategically market the region and work to build relationships with visitors, meeting & sporting event planners and industry professionals.

2023 Visitor Spending (in millions)

258.3

2023 Pageviews on StevensPointArea.com

750,000 over

971,814

total # of Partner listing views since **January 2012**



29,718

total # of visitor inquiries received in 2023

5,283

followers



22,000

page likes

Email Stats
2023 YTD averages*

55% Open Rate

*industry average is 35%

20% Click Rate

*industry average is 2.25%



Top DMAs
by web traffic

- 1 Rhinelander
- 2 Chicago
- 3 Milwaukee
- 4 Madison
- 5 Minneapolis

Top DMAs
by inquiries

- 1 Rhinelander
- 2 Milwaukee
- 3 Green Bay
- 4 Chicago
- 5 Madison

WHAT OUR PARTNERS SAY



Great Northern Distilling partnered early on with the Stevens Point Area CVB. From helping our business with data during our planning stages to promoting us as a member of the Central Wisconsin Craft Collective, they have been the **most effective investment** we've made. They are more than just a destination marketing group, but are an engine for growth and change in the region.

Brian Cummins
Great Northern Distilling



A round of applause to the Stevens Point Area CVB for **enhancing our community** by promoting and supporting our local businesses everyday all day! Not only have I learned a lot with my partnership with the CVB, but **my business continues to grow** because of their passion for our local community. What a great group of people sharing what Stevens Point Area really has to offer!

Sarah Jo More
Main Grain Bakery



PARTNER WITH US!

Reserve your space today! Receive a 10% discount by sending your signed agreement and payment by July 19, 2024. Final ad space deadline and visitor guide materials (logo file, pictures, copy, etc.) is September 6, 2024.

CONTACT INFORMATION

Contact Name _____

Business _____

Address _____ City, State, ZIP _____

Phone _____ Email _____

Website _____

Facebook TikTok Pinterest Instagram YouTube

ADVERTISING OPTIONS & RATES

VISITORS GUIDE ADS*

| | |
|---|---------|
| <input type="radio"/> Full Page | \$1,500 |
| <input type="radio"/> Back Cover - <i>placement is first right of refusal</i> | \$1,790 |
| <input type="radio"/> Inside Back Cover - <i>placement is first right of refusal</i> | \$1,920 |
| <input type="radio"/> Inside Front Cover - <i>placement is first right of refusal</i> | \$1,920 |
| <input type="radio"/> 2/3 Page Vertical | \$1,375 |
| <input type="radio"/> 1/2 Page Vertical | \$1,070 |
| <input type="radio"/> 1/2 Page Horizontal | \$1,070 |
| <input type="radio"/> 1/3 Page Vertical | \$720 |
| <input type="radio"/> 1/3 Page Horizontal | \$720 |
| <input type="radio"/> 1/6 Page Vertical | \$480 |
| <input type="radio"/> 1/6 Page Horizontal | \$480 |

LISTINGS

| | |
|---|-------|
| <input type="radio"/> Listing (free with Visitors Guide ad) | \$220 |
| <input type="radio"/> Church Listing | \$80 |
| <input type="radio"/> Dining Grid inclusion | \$0 |

WEBSITE ADVERTISING (DTN)**

In addition to your free website listing, receive priority ad placement on highly visible, high-traffic areas on StevensPointArea.com with DTN. Contact Taylor for more information!

| | |
|--|---------|
| <input type="radio"/> Featured Listing | \$1,200 |
| <input type="radio"/> Run of Site Feature | \$2,100 |
| <input type="radio"/> Spotlight Feature | \$1,800 |
| <input type="radio"/> Mobile Footer | \$2,100 |
| <input type="radio"/> Premium Page Sponsor | \$1,380 |
| <input type="radio"/> Header Image Feature | \$1,560 |

* Visitor Guide ads only available July-September. Visitors Guide advertising will be billed in November to be paid in full by the end of January.

** DTN placements investment shown as annual cost, but billed monthly. First come, first served with limited availability for all placements.

DISPLAY AD INSTRUCTIONS***

Will provide new ad Pick-up from 2024, no changes Pick-up from 2024, with changes Please help design new ad

*** Visitor Guide advertisers receive up to two proofs to review.

LISTING DETAILS

LISTING DESCRIPTION**** (185 CHARACTERS MAXIMUM, INCLUDING SPACES):

**** Listings for the Visitors Guide cannot exceed 185 characters, including spaces. Website listings have no maximum length, and can include images and links for no charge.

TOTAL INVESTMENT \$ _____ SIGNATURE _____ DATE _____

Questions? Contact Taylor Greenheck at **715-344-2556** or taylor@stevenspointarea.com

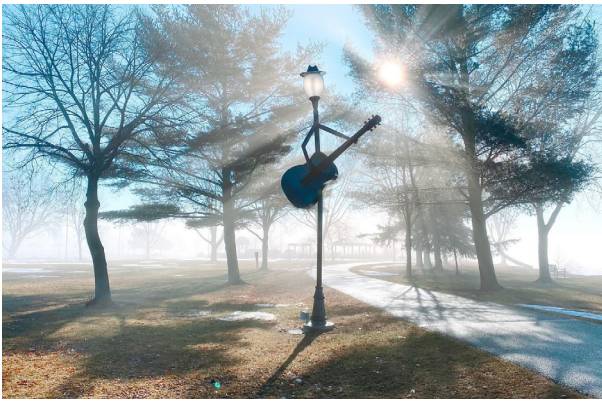
Mail to: 1105 Main Street, Suite A Stevens Point, WI 54481

Fax to: 715-344-5818

For Credit Card Payment: Call Taylor Greenheck at 715-344-2556

DETAILS & SPECS

| | | | | | |
|--|---|--|--|---|---|
| <p>Full Page Ad 8.375" w x 10.875" h</p> <p>Full Page Ad w/bleed 8.5" w x 11" h</p> <p>Back Cover 8.375" w x 8.125" h</p> | <p>1/3 Page (H) 5.0833" w x 4.8" h</p> | <p>1/6 Page (V) 2.392" w x 4.8" h</p> | <p>2/3 Page (V) 5.0833" w x 9.75" h</p> | <p>1/3 Page (V) 2.392" w x 9.75" h</p> | <p>1/2 Page (V) 5.0833" w x 7.275" h</p> |
| | <p>1/2 Page (H) 7.625" w x 4.8" h</p> | | | | <p>1/6 Page (H) 5.0833" w x 2.325" h</p> |



@theginghamginger



@seanyboulanger



@the_aussie_trifecta

MECHANICAL SPECIFICATIONS

- . (V) – vertical ads, (H) – horizontal ads
- . Bleeds available on full page and premium ad placements, including inside front cover and back cover ads.
- . Printing process: Web offset.
- . Bindery: saddle stitch.
- . All type and other live matter not intended to bleed.
- . Live area is 7.75" w x 9.875" h.

FILE REQUIREMENTS

- . NO spot colors. All colors must be CMYK.
- . Files names MUST contain advertiser name or abbreviation (i.e. funhut_qtr.pdf). NO generic file names (i.e. visitors_guide_ad.pdf). This assures there are no naming conflicts and the proper ad is run.
- . Please use three-letter extension on all file names.
- . High-resolution means photos originate at 266 dpi or higher — 300 dpi preferred, and line art bitmaps at least 600-1200 dpi. This also applies to raster effects such as transparency and shadows which must be set at 300 dpi.

PDF FILES PREFERRED

- . PDF files must be high resolution, fonts embedded, CMYK and built to the exact ad dimensions (no crop marks, info slugs, white space or other extraneous non-ad material). Premium full page bleed PDF files should be built to the exact bleed size of 8.625" w x 11.125" h. Premium back cover bleed PDF file should be 8.625" w x 8.375" h — PDF documents may be converted to Photoshop TIFF or EPS files.

NATIVE FILES

- . PDF/X1a is the preferred file format for the file submission
- . InDesign (CS6) files are supported. Native InDesign files require all linked files and OFT or Adobe Type 1 Postscript fonts for Macintosh. Finished files will be distilled into PDFX/1a compliant files.
- . Adobe Illustrator (any v6.0 through CS6).
- . QuarkXPress and Pagemaker files are no longer supported.
- . Word and MS Publisher files NOT accepted or supported.

ACCEPTABLE MEDIA

- . Please provide electronic materials:
- . Materials sent via email must be compressed. Maximum email attachment 10 MB. Send to taylor@stevenspointarea.com.
- . CD-ROM(s) or flash drives

Files not meeting publications specifications may require modification at the advertiser's expense. Advertising production is billed at \$100/hour, in 15 minute increments.