



Wisconsin Association of Campground Owners

N22676 US Hwy 53 | P. O. Box 228 | Ettrick, WI 54627

Phone: 608-525-2327 | Fax: 608-525-2328 | Email: director@wisconsin-campgrounds.com

Trade Member Form January 2018– January 2019

Please fill out any information you would like published on your organization.

Company Name _____

Contact Name _____

Company Address _____

City _____ State _____ Zip _____

Contact E-mail _____

Company Phone _____ Contact Cell _____

Company Fax: _____

Company Website _____

Product Description & Information: (This information will go on your WACO website listing.)

Annual Trade Member Fee: \$200.00

First Year Trade Member Fee: \$175.00

Total Amount Enclosed: \$ _____ Check # _____

☐ M/C ☐ Visa Credit Card # _____

Expiration Date: _____ CVV Code On Back: _____

Your WACO Trade Membership Benefits Include:

- Your company listed on the Wisconsin Association of Campground Owners website
- Your website listing includes a free link from our site to yours
- Your company is listed in the Trade Member Booklet used by all campgrounds for purchases
- WACO highly encourages and offers incentives to our members to use only our Trade Members for purchases
- Exclusive advertising deals and rates only available to our Trade Members

2018-2019 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

Advertising Type			Description
WACO Directory			Deadline: 9/12/17 315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! • Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf • Other formats must have prior approval. • Acceptable media: disks, CD / DVD • See next page for size ad reference.
Total \$			
Full Page	\$4,543.00		
3/4 Page	\$3,647.00		
2/3 Page	\$3,209.00		
1/2 Page	\$2,772.00		
1/3 Page	\$2,014.00		
1/4 Page	\$1,517.00		
1/8 Page	\$1,299.00		
Center Map Pull Out Section			
Full Page	\$7,394.10		
Cover 4	\$7,394.10		
Cover 2-3	\$6,370.35		
Website Advertising			Advertise your business to campground owners and campers on www.wisconsincampgrounds.com! Prices listed are for one year of run time from date of purchase. All banner and side ads are randomized and rotate on the website.
Banner Ad	\$500.00/yr.		
- Size (px)	1200 x 125		
Side Ad	\$400.00/yr.		
- Size (px)	200 x 200		
WACO Newsletter			Seven business days prior to the first day of the month you want to run or start running ad. 20% Discount for six (6) months. 30% Consecutive Discount twelve (12) months. Payments (with discounts applied) can be made in full at beginning of ad run or billed monthly. Newsletter is sent out via email and printed for a few members who do wish to receive a hard copy. See next page for size ad reference.
Business Card	\$100		
Double Business Card	\$150		
1/4 Page	\$200		
1/2 Page	\$300		
Full Page	\$500		
Annual Trade Show			Please see the following pages or call the WACO office directly at (608) 525-2327 for more information on trade show dates and registration, sponsorship opportunities and deadlines.
March 14 -18, 2018			

If you have any questions or need help placing an ad in any of the avenues listed above, please don't hesitate to call the WACO office for assistance at (608) 525-2327. Thank you for your membership and we look forward to working with you!

Full Page – 10" x 7.5"

Directory Ad Sizes

3/4 Page: 7.437" x 7.5"

2/3 Page: 6.5" x 7.5"

1/2 Page: 4.875" x 7.5"

1/4 Page Horiz.: 4.875" x 3.625"

1/3 Page: 3.125" x 7.5"

1/8 Page:
3.625" x 2.312"

1/4 Page: 2.312" x 7.5"

Full Page – 10" x 7.5"

Newsletter Ad Sizes

Double Business Card: 2" x 7"

1/2 Page: 4.875" x 7.5"

1/4 Page: 2.312" x 7.5"

Business Card: 2" x 3.5"