

WACO ADVERTISING OPPORTUNITIES

Member Advertising	Deadline	Description
WACO Directory	10/10/15	250,000 WACO Directories are distributed to the State Tourism Sites, Chamber of Commerce's, Campgrounds and Trade-shows
Full Page \$3393.60		Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space)
¾ Page \$2744.70		
2/3 Page \$2422.35		
½ Page \$2197.65		
1/3 Page \$1617.00		
¼ Page \$1252.65		
1/8 Page \$ 896.90		
Additional Listing \$100.00		If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made, ie: Stevens Point: Vista Royale Campground – see listing under Bancroft pg X
Website Advertising \$500 yr	1/1/16	Coupons/Promotions- Run up to 3 coupons per month \$500.00 year
Banner ad www.wisconsincampgrounds.com	1/1/16	www.Wisconsincampgrounds.com Website gets approximately 1.3 hits! In May alone! This is where most website hits come from!
Rotating \$500.00		Header & Footer on the website
Side Banner ads \$400.00		Side Banner Ad
Event Ad/Coupon Ad \$50.00		Advertise 1 month worth of events on website-Coupon Tab Page
Promotional crawl on website \$50.		Monthly fee
Literature Distribution 2015	1/1/16	39,500 are distributed thru the WACO Bags w/the Directory at various tradeshow
Milwaukee RV Super show Jan8-10		New show estimate 2500
Madison \$250 Jan 30 – Feb 1		3,200 /4000 distributed to RV Dealers
Minn/St. Paul \$250 Feb 11-14		4000
Rockford \$250 March 18-20		2,000/1,200
Green Bay \$250 Jan 28 – 31		6,000/4,000
Chicago \$250 Feb 17 – 21		4,700/5,000
Milwaukee \$250 Feb 25-28		5,000/3,000
Wausau \$250 March 11-13		1,500
All 7 shows for \$1250.00		Determine your number of brochures
Piggy Back Program \$175(approx 5,000 sent out per year)	12/15/15	Your campground brochure is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerces, etc!
Print Special – 30,000 sheets 2 sided – 70# gloss		\$550 (plus shipping) - Great for the RV Shows – sell advertising on one side and use the other side for your campground

WACO Brochure Distribution Information:

1. Must be paid in full by Dec. 1, 2015
2. You provide the brochures – no larger than 10" x 12"
3. Brochures must be received at **N22676 US Hwy 53 Ettrick, WI 54627** no later than January 1, 2016. – **608-525-2327**
4. Undistributed brochures will not be returned unless requested and prepaid by campground
5. **All Brochures Must be marked for each individual show. Send no more than the Maximum distribution for each show. Your printer should be able to do this for you.**

Name of Campground_____

Name of authorized person for advertising approval_____ Signature_____ Date_____

Master or Visa Number _ _ _ _ - _ _ _ _ - _ _ _ _ Exp: / _ code _ _ _

Return to:

WACO P.O. Box 228, Ettrick, WI. 54627....608-525-2327 or fax: 608-525-2328

WACO Campground Members
 2016 Advertising Directory Opportunities
WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS, INC.
 P.O. Box 228 Ettrick, WI 54627 Phone: 608-525-2327 Fax: 608-525-2328
 E-Mail: director@wisconsincampgrounds.com

☐ New
☐ Renew



DIRECTORY ADVERTISING AGREEMENT 2016 EDITION

Business Name: _____

Address: _____

Billing Address (if different) _____

Owner: _____ Manager: _____

Phone: _____ Fax: _____ E-Mail: _____

Cell Phone: _____

DETAIL OF ADVERTISING

- ☐ Repeat my ad from 2015 directory ☐ Compose my ad from information provided. \$100 charge
☐ Camera Ready Art Enclosed ☐ Camera Ready Art to follow

Rental page: List your cottages, cabins, and campers on our rental page in the directory: \$250.00

ATV page: List your campground under our ATV page in the directory: \$250.00

Map page coupon: **New this year**- Includes same coupon on the website & one time on the WACO Facebook \$500.00 Very Limited Number Available!

Gordy's Ad listing: \$250.00 – includes coupon on the website, facebook ad and listing on Gordy's and WACO advertising.

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2015 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 10, 2015. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 10, 2015

ADVERTISING AGREEMENT:

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 10, 2015 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

☐ Visa ☐ Master Card Card # _____

Expiration Date: _____

Signature _____ Date _____

WACO Representative _____ Date _____

**WACO 2016 RATES
 Member Campgrounds**

Ad Size	Full Color
1 Page	\$3393.60
¾ Page	\$2744.70
2/3 Page	\$2422.35
½ Page	\$2197.65
1/3 Page	\$1617.00
¼ Page	\$1252.65
1/8 Page	\$896.90

Prime Space

Full Page: **\$7394.10**
 Cover 4: **\$7394.10**
 Cover 2-3: **\$6370.35**

**ACCETABLE PROGRAMS
 & FILE FORMATS**

(All graphics and fonts must be included)

Quark, InDesign
 .tif / .eps / .jpg / .pdf

(Other formats must have prior approval)

ACCEPTABLE MEDIA:

CD / DVD/flash drive

____ Rental Page \$250.00

____ Coupon on map \$500

____ ATV Listing \$250.00

____ Directory Advertisement

____ Gordy's Listing \$250

Total: _____

**AD COPY AND
 PAYMENT MUST BE
 SUBMITTED BY
 September 10, 2015**

Full Page: 7.5 x 10

$\frac{3}{4}$ Page: 7.5 x 7.4375

$\frac{2}{3}$ Page: 7.5 x 6.5

$\frac{1}{2}$ Page: 7.5 x 4.875

$\frac{1}{4}$ Page: 3.625 x 4.875

$\frac{1}{3}$ page: 7.5 x 3.125

$\frac{1}{8}$ Page:
3.625 x 2.312

$\frac{1}{4}$ page: 7.5 x 2.312

Directory Ad Sizes

Full Page	7.5 x 10"
3/4 Page	7.5 x 7.437"
2/3 Page	7.5 x 6.5"
1/2 Page	7.5 x 4.875"
1/4 Page	3.625 x 4.875"
1/4 Horizontal	7.5 x 2.312"
1/8 Page	3.625 x 2.312"
1/3 Page	7.5 x 3.125"

Art production note: All photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. Can also be saved as PDF.

Website Ad Sizes

Banner Ad	1200 x 120
Side Ad	200 x 200

Note: All art work should be actual size and saved as a JPEG

2016 Literature Distribution Program Sign Up Sheet

The RV Shows are a great marketing tool for Campground Owners. The cost for WACO to distribute your literature at these shows is \$250.00 per show & all 7 shows for \$1250.00!

I would like to sign up for the following shows:

	Show:	Cost:	Date:	Max Distribution:	Count Me In:
_____	Milwaukee	N/C	Jan 8 – Jan 10	New show	_____
_____	Green Bay	\$250	Jan 28 – Jan 31	6,000	_____
_____	Madison	\$250	Feb 5 – Feb 7	3,000	_____
_____	Minneapolis	\$250	Feb 11 – Feb 14	4,000	_____
_____	Chicago	\$250	Feb 17 – Feb 21	4,500	_____
_____	Milwaukee	\$250	Feb 25 – Feb 28	5,000	_____
_____	Wausau	\$250	March 11- March 13	1,500	_____
_____	Rockford	\$250	March 18 – March 20	2,000	_____

Total \$ _____

You may choose the number of brochures you would like distributed – it doesn't need to be the maximum!

Bonus: Do all 8 Shows for \$1250

Total \$ _____

**Gets you included in other shows and RV distribution such as La Crosse RV Show, Eau Claire RV Show, etc. – 25,000 - 26,000 flyers needed. You can do the NEW Milwaukee RV show at no cost IF you do all of them. Otherwise the cost is \$250.00

Campground Name: _____

WACO Brochure Distribution Information

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3. Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 – No later than January 1, 2016 – Phone # 608-525-2327
4. Undistributed brochures will not be returned unless requested and prepaid by Campground
5. **All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.**

If you are interested in this great WACO benefit, sign up today.

Add up your costs for the booth, lodging, food, and transportation to calculate your savings!

30,000 Printing Program

Perks of being a WACO Member? Great deals! **NEW OPTION More value!**

As a WACO member, we are offering a great deal on brochures! NEW VENDOR – HIGHER QUALITY!

Brochures will be double-sided, glossy, colored flyers. Use these for brochure distribution program or you own use! You can use these for your site maps, advertising partners, brochures, etc. This is a great price and is ONLY good when we get 20 or more campgrounds, so be sure to think ahead!

Cost of the 30,000 Program is \$550.00 plus shipping

Artwork is needed no later than November 15th, 2015.

Payment deadline is October 1st, 2015.

If this is something you wish to be a part of, please send the form below to the WACO office by October 1st, 2015 with payment.

30,000 pieces

Name: _____

Campground: _____

Email for Proofs: _____

Credit Card Type: _____

Credit Card Number: ____ - ____ - ____ - ____

Exp: ____/____

CVS: _____

Zip Code: _____

Brochure Type:

☐ One Side

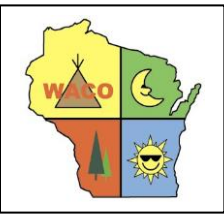
☐ Two Side

☐ Tri-Fold

Artwork will be sent by:

☐ Email

☐ Mail with Flash Drive



Madison RV Show
February 5th – 7th, 2016

WACO SPECIAL MEMBER ONLY BENEFIT

Booth Early Bird Price \$300.00

ALL CAMPGROUND BOOTHS WILL BE IN SPACE IN LOBBY. WACO MEMBERS WILL BE ELIGIBLE FOR THE EARLY BIRD PRICE – NON WACO MEMBERS FEE WILL BE \$550.00

If postmarked to WACO Office by Deadline November 15, 2016 (NO EXCEPTIONS) After Nov.16 Booth Price \$550.00

Name of
Campground_____

Contact: _____

Off Season mailing address_____

Signature_____ Date_____

Check #_____ Make Checks Payable to WACO

Master or Visa Number _ _ _ _ - _ _ _ _ - _ _ _ _ - _ _ _ _ Exp: _ / _ code _ _ _

Return to:
WACO P.O. Box 228, Ettrick, WI 54627....608-525-2327 or fax: 608-525-2328

Hotel options:

WACO has a room block at the **Clarion** – attached to the Alliant Energy Center

2110 Rimrock Road Madison, Wi. 53713 Phone: 608-284-1234 Rate is \$94.00 Cut off date for the block is January 2nd, 2016 for all room rates. Breakfast buffet, social hour, and free internet.

Tully II Bar next door to AmericInn with Drink Specials Friday Night Fish Fry
Tully's will deliver to the Convention for lunch – they have agreed to serve until 11pm for our convenience.
6401 Monona Dr, Monona, WI 53716
(608) 222-4995

This is a great WACO benefit – please be sure to take advantage of it!

WISCONSIN

RV

SUPER SHOW

Wisconsin RV Show
January 8-10
Wisconsin Center, Milwaukee

Exhibit Type:

☐ RV Dealer ☐ Booth Vendor

Sales Contact:

Rob Lynch
roblynchshows@gmail.com
941-780-0538

*Register online at
www.thewisconsinrvshow.com*

SPACE COSTS FOR EACH SHOW

Vendor Booth

☐ \$500 for 10' x 10' Booth

Costs:

☐ \$1000 for 10' x 20' Booth

☐ \$1350 for 10' x 30' Booth

*50% deposit charged with submission with balance charged on 12/1/14

Total Booth \$ _____

Cost: ****\$100 off just by being a WACO Member!**

PRODUCT DESCRIPTION OR LINE LIST

COMPANY INFORMATION

Exhibiting Company: _____

Company Representative: _____

Company Representative Email: _____

Main Phone Number: _____ Mobile Phone Number: _____

Company Web Address: _____

Company Representative Signature: _____

PAYMENT

Credit Card: _____

Type: ☐ Visa

☐ Mastercard

☐ American Express

Expiration Date: _____

CVC: _____

Billing Zip Code: _____

WACO 2016 Convention & Trade Show
March 16th – 20th, 2016
Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
715-344-0200

Campground Name _____

Address _____ City _____ State _____ Zip _____

Signature _____ Date _____ Phone: _____

Fax _____ E-Mail _____ Cell Phone: _____

Please print names of registrants as you would like them to appear on badges.

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____
 7. _____ 8. _____ 9. _____

WACO Members

Early Bird Price Pay Before January 31, 2016 Must be postmarked or verifiable

Full Convention per person	_____	\$200	_____	_____
Full Convention Out of State ARVC	_____	\$250	_____	_____
Full Convention non ARVC	_____	\$325	_____	_____

After 1/31/16

Full Convention per person	_____	\$300	_____	_____
Full Convention OOS ARVC	_____	\$375	_____	_____
Full Convention non ARVC Members	_____	\$425	_____	_____

Please print names of registrants

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____

Kids Kamp (Wed – Saturday)

Rate for entire convention	_____	Wed. thru Sat.	\$95 each	_____
(No discounts for less days)	_____	Wed. thru Sat.	\$95 each	_____
Teen program	_____	Per Day	\$50 each	_____
Non-registered Kids	_____			_____

Children's Name and Age

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____
 7. _____ 8. _____ 9. _____

Total Amount Enclosed \$ _____ Check # _____ Credit Card # _____
 MC _____ Visa _____ Expiration Date _____ Signature _____

Room reservations should be made directly to Holiday Inn & Convention Center, Phone: 715-344-0200 Standard double Suites \$72.00 King Suites \$101.99 Plus tax Other Accommodations: Holiday Inn Express (Across the Street) same rates Plus tax, includes Breakfast. Phone: 715-344-0000 Please mention that you are attending the WACO Convention. Other lodging options include: Fairfield (715-342-9300) Reservations must be made by February 8, 2016 to insure these prices....No exceptions this year!

Complete and mail this form to: WACO – P.O. Box 228 – Ettrick, WI 54627
 Phone: 608-525-2327 Fax: 608-525-2328