

WACO Advertising 2017 - 2018

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/11/2017
Directory Listing	<i>Free with your membership</i>		315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! <ul style="list-style-type: none"> Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space) 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, flash drive, Drop Box
Full Page	10"x7.5"	\$3393.60	
3/4 Page	7.437"x7.5"	\$2,744.70	
2/3 Page	6.5"x7.5"	\$2,422.35	
1/2 Page	4.875"x7.5"	\$2,197.65	
1/3 Page	3.125"x7.5"	\$1,617.00	
1/4 Page	V:4.875"x3.625" H:2.312"x7.5"	\$1,252.65	
1/8 Page	3.625"x2.312"	\$896.90	
Full Page (**Prime Space)		\$7,394.10	
Cover 4 (**Prime Space)		\$7,394.10	
Cover 2-3 (**Prime Space)		\$6,370.35	
Coupon on the Map		\$500.00	Placed in the center fold of the Directory and on the WACO Website under "coupons"
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 i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town: _____			
ATV Listing		\$250.00	Advertisement specific to ATVs
Camping Rental Listing		\$250.00	Available to WACO Campgrounds with purchased online listing for the Wisconsin Camping Rentals website.
Canoe/Kayak/Fishing Listing		\$250.00	Advertisement specific to Canoe/Kayak/Fishing (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
*Please select an option in regards to your ad	No charge		Repeat my ad from 2017
	\$150.00		Compose my ad from information provided
	No charge		Camera-ready art enclosed
	No charge		Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2017 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 11, 2017. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 10, 2017

WACO Campground Website		Total \$	Deadline: 9/11/2017
Website Listing	<i>Free with your membership</i>		Expanded directory listing includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file
Website Rotating Banner Ad	\$500.00		(Top & Bottom) 1200px X 125px, Saved in a PNG or JPG file
Facebook Post	\$100.00 x _____		One post on the Wisconsin Campers Facebook Page
Event Ad	\$50.00 x _____		Listed on Campers Event Calendar under "Events"
Coupon Ad	\$150.00		Listed under "Coupons", Saved in a PNG or JPG file

Wisconsin Camping Rental		Total \$	Deadline: 9/11/2017
Wisconsin Camping Rental <i>Includes Directory listing & logo. Campground supplied rental unit photos will be used</i>	\$750.00		Includes enhanced listing on the NEW Wisconsin Camping Rental website, website top/bottom banner ad, a four-sided brochure specifically for the Wisconsin Camping Rental Units, and distribution of 30,000 of the Camping Rental brochures (RV shows, piggy back program, special promos, etc.). Enhanced website listing includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.

Print Advertising		Total \$	Deadline: Art is due by 11/10/2017
Printing Program (30,000 pieces) (Individual Campground)	\$550.00 x _____		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. **Price does not include shipping.
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x _____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!

RV Show Brochure Distribution		Total \$	Deadline: 12/1/2017 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<u>Attended RV Shows by WACO</u>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Milwaukee RV SuperShow	\$275.00		January 5th - 7th: 4,000 brochures
Greater Chicago SuperShow	\$275.00		January 12th - 14th: 4,000 brochures
WBAY Green Bay RV Show	\$275.00		January 25th - 28th: 6,000 brochures
Madison RV Show	\$275.00		February 2nd - 4th: 3,000 brochures
La Crosse RV Show	\$275.00		February 8th - 11th: 2,000 brochures
Minneapolis RV Show	\$275.00		February 9th - 12th: 4,000 brochures
Milwaukee RV Show	\$275.00		March 1st - 4th: 3,000 brochures
All 7 RV Shows	\$1,450.00		25,000 – 27,000 brochures
<u>Distributed to RV Shows by WACO</u> <i>Included in the \$1450 if you purchase all 7</i>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester, MN RV Show			February 23rd - 25th (Tentative)
Eau Claire RV Show			March 1st - 4th
Oshkosh RV & Boat Show			March 2nd - 4th (Tentative)
Central Wisconsin RV Show (Wausau)			March 9th - 11th
Rockford RV Show			March 16th - 18th

Must be paid in full by November 1st, 2017. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 1st, 2017. Undistributed brochures will not be returned unless requested and prepaid by Campground. 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.

Donate Certificates	No Charge	Deadline: 12/1/2017
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. <i>This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 1, 2017. Please note these are certificates only.</i>		

\$	TOTAL FOR ALL ADVERTISING
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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 11, 2017 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.

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____ Date: _____ Check #: _____

MC or Visa #: _____ - - - Exp: _____ / _____

CVV/CSV: _____ Zip Code: _____ Total: \$ _____

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to Carrie@seversonandassociates.com.