

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.wisconsin-campgrounds.com	1/1/16	www.Wisconsin-campgrounds.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