

2017-2018 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

<u>Advertising Type</u>		<u>Description</u>
<u>WACO Directory</u>		Deadline: 9/12/16 315,000 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	
<u>Center Map Pull Out Section</u>		
Full Page	\$7,394.10	
Cover 4	\$7,394.10	
Cover 2-3	\$6,370.35	
<u>Website Advertising</u>		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	
<u>WACO Newsletter</u>		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	
		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.
<u>Annual Trade Show</u>		
March 15 – 19, 2017		

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"



Wisconsin Association of Campground Owners

Wisconsin Campground Directory

The Wisconsin Association of Campground Owners' Campground Directory is distributed to over 315,000 campers a year. We distribute the directory and flyers at more than twelve RV shows throughout the Midwest. Along with the RV shows, we partner with the Wisconsin Department of Tourism, several Convention & Visitor Bureaus, waysides, and other target markets including Gander Mountain, gas station chains, and select grocery stores. Our directory can be found throughout the state of Wisconsin as well as integrated in the Midwest.

Not only is there a print form of the directory, but it can also be found on our website (www.wisconsincampgrounds.com) in an e-directory format. Our website continues to be the leading camping site in Wisconsin. We make all the directory information accessible for our campers and new visitors by including the capability of downloading the directory or viewing anytime online.

This marketing strategy cannot be compared or beat!

For more information on how to be included in the Wisconsin Campground Directory, please contact the WACO office at 608-525-2327.

We look forward to working with you!



Wisconsin Association of Campground Owners
N22676 US Hwy 53 | P. O. Box 228 | Ettrick, WI 54627
Phone: 608-525-2327 | Fax: 608-525-2327 | Email: director@wisconsincampgrounds.com

Trade Member Form January 2017– January 2018

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



Attractions - RV Dealers - Restaurants - Suppliers

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS, INC.

P.O. Box 228 | Ettrick, WI 54627 | Phone: 608-525-2327 | Fax: 608-525-232

E-Mail: director@wisconsincampgrounds.com

DIRECTORY ADVERTISING AGREEMENT 2017 EDITION

New
 Renew



Business Name: _____

Address: _____

Billing Address (if different) _____

Owner: _____ Manager: _____

Phone: _____ Fax: _____ E-Mail: _____

Cell Phone: _____

DETAIL OF ADVERTISING

- Repeat my ad from 2016 directory
Compose my ad from info provided.
Camera Ready Art Enclosed
Camera Ready Art to follow

50% of ad fee must be submitted with this ad form. Premium space must submit 50 % deposit and ad form before July 31, 2016 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis.

Note: Late fee of \$25.00 per day applies if application is submitted after September 12, 2016

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. The Directory Committee reserves the right of advertising acceptance and placement. Restrictions: Campgrounds in Wisconsin or adjoining states that are not members of WACO, hotels, motels and other overnight or vacation housing facilities, liquor, tobacco, beer, wine or times or services that imply a cure or healing not accepted by the AMA, mail order products with a P.O. box address unless we know they are an established vendor. 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 MC Card No. _____

Expiration Date: _____ CVV Code on back of card: _____

Business Owner Signature _____ Date _____

WACO Representative Signature _____ Date _____

WACO 2017 RATES
Attractions-RV Dealers
Restaurants-Suppliers

Table with 2 columns: Ad Size, Full Color. Rows include 1 Page (\$4,543), 3/4 Page (\$3,647), 2/3 Page (\$3,209), 1/2 Page (\$2,772), 1/3 Page (\$2,014), 1/4 Page (\$1,517), 1/8 Page (\$1,299).

Center Map Pull Out Section

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

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

Total: _____

AD COPY AND PAYMENT MUST BE SUBMITTED BY September 12, 2016