

## 2017-2018 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

Advertising Type			Description
<b>WACO Directory</b>			<b>Deadline: 9/12/16</b>  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		
<b>Center Map Pull Out Section</b>			
Full Page	\$7,394.10		
Cover 4	\$7,394.10		
Cover 2-3	\$6,370.35		
<b>Website Advertising</b>		Advertise your business to campground owners and campers on <b>www.wisconsincampgrounds.com!</b>  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		
<b>WACO Newsletter</b>		<b>Seven business days prior to the first day of the month you want to run or start running ad.</b>  20% Discount for six (6) months. 30% Consecutive Discount twelve (12) months.  <b>Payments (with discounts applied) can be made in full at beginning of ad run or billed monthly.</b>  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		
<b>Annual Trade Show</b>		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 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!**