

## 2019 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

<u>Advertising Type</u>		<u>Description</u>
<b><u>WACO Directory</u></b>		<p><b>Deadline: 9/11/18</b></p> <p>275,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more!</p> <ul style="list-style-type: none"> <li>• Acceptable programs &amp; file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf</li> <li>• Other formats must have prior approval.</li> <li>• Acceptable media: disks, CD / DVD</li> <li>• See Ad Size Reference Guide</li> </ul>
<b>Total \$</b>		
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><u>Center Map Pull Out Section</u></b>		
Full Page	\$7,394.10	
Cover 4	\$7,394.10	
Cover 2-3	\$6,370.35	
<b><u>Website Advertising</u></b>		<p>Advertise your business to campground owners and campers on <b><a href="http://www.wisconsincampgrounds.com">www.wisconsincampgrounds.com</a></b>!</p> <p>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.</p>
Banner Ad	\$500.00/yr.	
- Size (px)	1200 x 125	
Side Ad	\$400.00/yr.	
- Size (px)	200 x 200	
<b><u>WACO Newsletter</u></b>		<p>20% Discount for six (6) months.</p> <p>30% Consecutive Discount twelve (12) months.</p> <p><b>Payments (with discounts applied) can be made in full at beginning of ad run or billed monthly.</b></p> <p>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.</p>
Business Card	\$100	
Double Business Card	\$150	
1/4 Page	\$200	
1/2 Page	\$300	
Full Page	\$500	
<b>Seven business days prior to the first day of the month you want to run or start running ad.</b>		
<b><u>Annual Trade Show</u></b>		<p>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.</p>
<i>March 14 -18, 2018</i>		

**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!**