

2020 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

| <u>Advertising Type</u> | | <u>Description</u> |
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| <u>WACO Directory</u> | | <p>Deadline: 9/11/19</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"> • 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 Ad Size Reference Guide |
| 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> | | <p>Advertise your business to campground owners and campers on www.wisconsincampgrounds.com!</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 | |
| <u>WACO Newsletter</u> | | <p>Seven business days prior to the first day of the month you want to run or start running ad.</p> <p>Newsletter is sent out via email and printed for a few members who do wish to receive a hard copy.</p> |
| 1/4 Page | \$200 | |
| 1/2 Page | \$300 | |
| Full Page | \$500 | |
| <u>Annual Trade Show</u> | | <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 13-14, 2020</i> | | |
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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!