

WACO Advertising 2021

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/20/2021
Directory Listing	Free with your membership		300,000 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: Flash drive, Drop Box Must be camera ready or a minimum art charge of \$150 is applied. Please Note there will be a \$25 PER DAY late fee, so please send your information on time!
Full Page	10"x7.5" \$3493. x		
3/4 Page	7.437"x7.5" \$2,818.00		
2/3 Page	6.5"x7.5" \$2,495.00		
1/2 Page	4.875"x7.5" \$2,263.00		
1/3 Page	3.125"x7.5" \$1,666.00		
1/4 Page	875"x3.625" H:2.312"x7.5" \$1,290.00		
1/8 Page	3.625"x2.312" \$923.00		
Full Page (**Prime Space)	\$7,394.10		
Cover 4 (**Prime Space)	\$7,394.10		
Cover 2-3-4 (**Prime Space)	\$6,370.35		
Coupon on the Map	\$500.00		Placed in the center fold of the Directory and on the WACO Website under "coupons"
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 i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town: _____			
ATV Listing	\$100.00		Your campground listing on the ATV page in the directory
Camping Rental Listing	\$100.00		Get your campground listing on the cabin rental page in the directory Check all that apply <input type="checkbox"/> Cabins <input type="checkbox"/> Deluxe Cabins <input type="checkbox"/> Cottages <input type="checkbox"/> Park Modles <input type="checkbox"/> Bunkhouses <input type="checkbox"/> Camper <input type="checkbox"/> Park House
Canoe/Kayak/Fishing Listing	\$100.00		Your campground listing on the Canoe/Kayak/Fishing page in the directory (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
*Please select an option in regards to your ad	No charge		Repeat my ad from 2020
	\$200.00		Compose my ad from information provided
	No charge		Camera-ready art enclosed
	No charge		Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2020 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 20, 2019. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 20, 2020

WACO Campground Website		Total \$	Deadline: 9/20/2020
Website Listing	Free with your membership		Includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file cycles by page. Clickable
Website Rotating Banner Ad	\$500.00		Home pg- top 1200px X 125px, Saved in a PNG or JPG file Rotates clickable
Facebook Post -event ad	100.00		One post Free with your WACO membership - \$100 for entire year
Coupon Ad On website	\$100.00		Listed under "Coupons", on website Saved in a PNG or JPG file Good for one year or your expi

Wisconsin Camping Rental		Total \$	Deadline: 9/20/2020
Wisconsin Camping Rental Includes Directory listing & logo. Campground supplied rental unit photos will be used	\$750.00		Super Value! Get your ad in the four-sided co-op brochure specifically for the Wisconsin Camping Rental Units that is included in all distribution (RV shows, piggy back program, special promos, etc.). YES these go in the RV distribution program! Enhanced website listing on www.wisconsinrental.com includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.

Print Advertising		Total \$	Deadline: Copy ready Art is due by 12/15/2020
New 5K Program	8.5x11----- \$295.00x		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. Must have min. **Price does not include shipping or folding.
Printing Program (30,000 pieces)	8.5x11----- \$699.00x		
(Individual Campground)	11x17 Folded---- \$1,299.00x		
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!
RV Show Brochure Distribution		Total \$	Deadline: 12/23/2020 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
Attended RV Shows by WACO			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Greater Chicago SuperShow	\$300.00		Approximate 4,000 brochures
WBAY Green Bay RV Show	\$300.00		Approximate 8,000 brochures

Madison RV Show	\$300.00		February 1st - 3rd: 3,000 brochures 2020 Date TBA
Minneapolis RV Show	\$300.00		February 6th - 9th, 2020: 2,500 brochures
Milwaukee RV Show	\$300.00		February - March 2020: 3,000 brochures 2020 Date TBA
Rockford RV Show	\$300.00		March 2020: 2,000 brochures 2020 Date TBA
Wausau Central WI RV Show	\$300.00		March 13th -15th, 2020: 2,000 brochures
All 7 RV Shows	\$1,700.00		25,000 – 27,000 brochures
Distributed to other RV Shows by WACO <i>Included in the \$1,700.00 if you purchase all 7</i>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester MN RV Show			Eau Claire RV Show
			La Crosse RV Show

Sign up for all 7 RV shows and we guarantee distribution of 27K - you can limit the number of brochures you choose to distribute.

Must be paid in full by December 23, 2020. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 23th, 2019. Undistributed brochures will not be returned unless requested and prepaid by Campground. 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.

Donate Certificates	No Charge	Deadline: 1/7/2021
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. <i>This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than, 2021. Please note these are certificates only.</i>		

\$	TOTAL FOR ALL ADVERTISING
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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. It is understood that the amount due must be paid in full by Sept 20, 2020 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. 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.

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____ Date: _____ Check #: _____

MC or Visa #: _____ - - - Exp: _____ / _____

CVV/CSV: _____ Zip Code: _____ Total: \$ _____

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to lori@seversonandassociates.com