

WACO Advertising 2024

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/1/2023
Directory Listing	Free with your membership		175,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, RV dealerships, 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.
Full Page	10"x7.5" \$3493.00		
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 <i>Additional Town: _____</i>	\$100.00		If you have a listing in a small town and would like to be listed again in a larger town, a reference only (not an additional full listing) can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
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 <i>(Please check all that apply)</i> ___ Canoe ___ Kayak ___ Fishing
*Please select an option in regards to your ad	No charge		Repeat my ad from 2023
	\$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, 2023 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, 2023. Please note late fees. Late fee of \$25.00 per day applies if application is submitted after September 12, 2023

WACO Campground Website		Total \$	Deadline: Can be done anytime during the membership year
Website Listing	Free with your membership		Expanded directory listing includes up to four photos campground provides.
Website Rotating Side Ad	\$400.00		200px X 200px - Saved in a PNG or JPG file - cycles by page. Clickable (campground provides link)
Website Rotating Banner Ad	\$500.00		1200px X 100px - Saved in a PNG or JPG file - Rotates - clickable (campground provides link)
WI Campers Facebook Page Post	One free - \$100.00 per ad after		One free post per year included in your WACO membership - \$100 for each additional ad
Coupon Ad	\$100.00 per coupon listed		Listed under "Coupons", on website Saved in a PNG or JPG file

Print Advertising			Deadline: Art is due by 12/1/2023																		
Print Project	Qty of Project	Quantity Per Project	70# double-sided glossy paper – printed both sides. Program only good once per year as pricing is best when multiple campgrounds use the program. Must have minimum. We will gather all those interested by 9/1/23 (same deadline as Directory - easy to remember!) to get the best rates from printers. We will send out estimates based on responses from members. Example: I have a site map on 8.5 x 11 and a rules sheet that I need 5,000 of each, as well as a 4-page brochure I'd like printed, and I want to be involved in the RV Show Distribution for ALL shows. I know that means I'll need 30K, so I order 40K to ensure I have enough for my campground as well.																		
A. 8.5 x 11																					
B. 12 Page: 11x17, 2-sided, folded and saddle stitched into 12-pg 8x11																					
C. 8 Page: 11x17, 2-sided, folded and saddle stitched into 8-pg 8.5x11																					
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Total Number of Print Projects:		Total Pieces/Qty:																			
NOTES: *Pricing determined once total number of participants is finalized. Estimates will not include shipping or folding.*																					
			<table border="1"> <thead> <tr> <th>Print Project</th> <th>Qty of Project</th> <th>Quantity Per Project</th> </tr> </thead> <tbody> <tr> <td>A. 8.5 x 11</td> <td>2</td> <td>5000</td> </tr> <tr> <td>B. 12 Page: 11x17, 2-sided, folded</td> <td></td> <td></td> </tr> <tr> <td>C. 8 Page: 11x17, 2-sided, folded</td> <td></td> <td></td> </tr> <tr> <td>D. 4 Page: 11x17, 2-sided, folded</td> <td>1</td> <td>40000</td> </tr> <tr> <td>Total Number of Print Projects:</td> <td>3</td> <td>Total Pieces/Qty: 50000</td> </tr> </tbody> </table>	Print Project	Qty of Project	Quantity Per Project	A. 8.5 x 11	2	5000	B. 12 Page: 11x17, 2-sided, folded			C. 8 Page: 11x17, 2-sided, folded			D. 4 Page: 11x17, 2-sided, folded	1	40000	Total Number of Print Projects:	3	Total Pieces/Qty: 50000
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COMMENTS FOR PRINT PROGRAM PROJECTS: List things like tri-folded into brochure here!

Piggy Back Program (Approx. 5,000 pieces sent per year)	\$250.00 x ____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office by individual campers. Price is PER brochure you'd like to include. If printing on your own - must be delivered to the WACO office by 12/23/2023.
RV Show Brochure Distribution		Total \$	Deadline: 12/23/2023 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<u>Attended RV Shows by WACO</u>		Your brochures will be included in the WACO bags and handed out by the WACO staff. Should shows be cancelled for any reason, we will adjust quantities distributed at other shows and venues available to us.	
WBAY Green Bay RV Show	\$300.00		January 2024: 10,000 brochures
Eau Claire RV Show	\$300.00		January 2024: 1,000 brochures
Minneapolis RV Show	\$300.00		February 2024: 2,500 brochures
Madison RV Show	\$300.00		February 2024: 3,000 brochures
La Crosse RV Show	\$300.00		February 2024: 1,500 brochures
Kunes Greater Midwest RV Show (Jefferson)	\$300.00		February 2024: 2,000 brochures
Oshkosh RV & Boat Show	\$300.00		February 2024: 1,500 brochures
Milwaukee RV Show	\$300.00		March 2024: 3,000 brochures
Rockford RV Show	\$300.00		March 2024: 3,000 brochures
Wausau Central WI RV Show	\$300.00		March 2024: 1,000 brochures
Kunes Greater Midwest RV Show (Sheboygan)	\$300.00		March 2024: 1,500 brochures
All 11 RV Shows	\$2,500.00		\$3,300 value - Approx. 30,000 brochures needed total.

Sign up for all 11 RV shows and we guarantee distribution of 30K - you can limit the number of brochures you choose to distribute. Must be paid in full by November 15, 2023. You provide the Brochures – No larger than 10" x 12". Brochures must be received at the WACO Office (N22676 U S Hwy 53 Ettrick, WI 54627) no later than December 23, 2023. 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: 1/15/2024
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 online requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. 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 December 15, 2023. Please note these are certificates only.		

Donate to Scholarship Program		Deadline: Can be donated anytime throughout membership year.
WACO Scholarship Program - see the Members Only section of the WACO website for more details on how to apply if you have a child or campground employee that would like to apply for this great scholarship opportunity! Amount I'd Like To Donate: _____		

\$	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 September 20, 2023 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 tina@seversonandassociates.com
 PRICES ARE SUBJECT TO CHANGE, DEPENDING ON PARTICIPANTS