

2024 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

Advertising Type			Description
WACO Directory		Total \$	Deadline: 9/1/23; Artwork deadline 11/1/23: 275,000 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 Ad Size Reference Guide • Send form/art to tina@seversonandassociates.com
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		
Center Surrounding Map			
Full Page	\$7,394.10		
Cover 4	\$7,394.10		Website Advertising Includes link to your website! Advertise your business to campground owners and campers on wisconsincampgrounds.com ! 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. Sizes: Banner ad is 1200 x 125px – Side ad is 200 x 200px
Cover 2-3	\$6,370.35		
WACO Newsletter			
	Per Ad	Per Year	
1/4 Page	\$50	\$500	Deadline: Ad and payment must be received by the WACO office fifteen business days prior to the first day of the month you want to run or start running ad. WACO Newsletters are sent out monthly via email. Two hard copies are printed and mailed to all members twice a year (at Dues Renewal and before Convention). A hard copy of any Newsletter can be requested and printed by the WACO office at any time. Location of the ads is at the option of the editor. Ads can be submitted to tina@seversonandassociates.com as a .pdf, .tif, .eps, or .jpeg file. Ads can be developed for an additional fee. Size is 8.5x11" – You provide 500 copies, mailed to our office at N22676 US Hwy 53, Ettrick, WI 54627. Included in two printed issues/year mailed to members.
1/2 Page	\$75	\$750	
Full Page	\$125	\$1,250	
One Page Insert		\$650	
Annual Trade Show			See the Trade Member Registration form at wisconsincampgrounds.com/waco-convention or call the WACO office directly at (608) 525-2327 for more information on registration, sponsorship opportunities and deadlines. This show sells out each year, register early!
<i>March 15-16, 2024</i>			
Brochure Inserts to all attendees	\$200		
WACO Suppliers Members Only Facebook Page			Advertise your business to our campground members on our private WACO Suppliers Members Only Facebook Page! This page is free to all WACO Trade Members to join.
Facebook Live or Zoom Showcase	\$300		
Monthly Ad Post	\$100		

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!

2024 WACO TRADE MEMBER ADVERTISING OPPORTUNITIES

COMPANY / AD INFORMATION

Company Name: _____

Contact Name: _____

Company Address: _____

Company City: _____ State: _____ Zip Code: _____

Contact Phone: _____ Fax: _____

Contact Email: _____

☐

Please use my previous ad from 2023.

☐

New ad for 2024 will be sent via email to tina@seversonandassociates.com.

PAYMENT INFORMATION

Total Amount Due from Page 1: \$ _____

☐

Check Enclosed – Check # _____

☐

Please email me an invoice to: _____

☐

Pay by card: _____ VISA _____ MasterCard

_____ AmEx _____ Discover

Name on card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Zip Code: _____

**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!