

# WACO Advertising 2026

| Wisconsin Campground Directory Ads                    |                                      | Total \$ | Deadline: 9/1/2025  |
|---|--------------------------------------|----------|---|
| Directory Listing                                     | Free with your membership            |          | <b>175,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, RV dealerships, campgrounds, trade shows and more!</b><br><br>• 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. 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" - Please note: This is a first come, first served placement!   |
| 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 <b>reference only (not an additional full listing)</b> 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 ad in the directory  |
| Camping Rental Listing                                | \$100.00                             |          | Get your campground listing on the cabin rental ad in the directory <b>Check all that apply</b><br><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<br>(Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing  |
| <b>*Please select an option in regards to your ad</b> | No charge                            |          | <b>Repeat my ad from 2025</b>   |
|   | \$200.00                             |          | <b>Compose my ad from information provided</b>  |
|   | No charge                            |          | <b>Camera-ready art enclosed</b>  |
|   | No charge                            |          | <b>Camera-ready art to follow</b>   |

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2025 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 September 15, 2025. Please note there is a late fee of \$25.00 per day that applies if balance is not paid by September 15, 2025.

| 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 11/1/2025   |               |                |                      |             |   |      |                                    |  |  |                                   |  |  |                                   |   |       |  |          |                                |
|--|-----------------------|--------------------------------|---|---------------|----------------|----------------------|-------------|---|------|------------------------------------|--|--|-----------------------------------|--|--|-----------------------------------|---|-------|--|----------|--------------------------------|
| <b>Print Project</b>   | <b>Qty of Project</b> | <b>Quantity Per Project</b>    | 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 9/1/25 (same deadline as Directory - easy to remember!) to get the best rates from printers. We will send out estimates based on responses from members.<br><br><b>Example:</b> 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   |                       |                                |   |               |                |                      |             |   |      |                                    |  |  |                                   |  |  |                                   |   |       |  |          |                                |
| D. 4 Page: 11x17, 2-sided, folded and saddle stitched into 4-pg 8.5x11   |                       |                                |   |               |                |                      |             |   |      |                                    |  |  |                                   |  |  |                                   |   |       |  |          |                                |
| <b>Total Number of Print Projects:</b>   |                       | <b>Total Pieces/Qty:</b>       |   |               |                |                      |             |   |      |                                    |  |  |                                   |  |  |                                   |   |       |  |          |                                |
| <b>NOTES:</b><br>*Pricing determined once total number of participants is finalized.<br>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><b>Total Number of Print Projects:</b></td> <td><b>3</b></td> <td><b>Total Pieces/Qty: 50000</b></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 | <b>Total Number of Print Projects:</b> | <b>3</b> | <b>Total Pieces/Qty: 50000</b> |
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**COMMENTS FOR PRINT PROGRAM PROJECTS:** List things like tri-folded into brochure here!

|  |                   |   |   |
|--|-------------------|---|---|
| Piggy Back Program<br>(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. <b>If printing on your own - must be delivered to the WACO office by 12/15/2025.</b> |
| <b>RV Show Brochure Distribution</b>                       |                   | <b>Total \$</b>   | <b>Deadline: 12/15/2025</b> to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.   |
| <b><u>Attended RV Shows by WACO</u></b>                    |                   | 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. |   |
| Green Bay RV & Camping Expo                                | \$300.00          |   | January 2026: 5,000 brochures   |
| Rockford RV Show   | \$300.00          |   | January 2026: 3,000 brochures   |
| Madison Camper & RV Show & Sale                            | \$300.00          |   | January 30 - February 1, 2026: 3,000 brochures  |
| The Ultimate RV Show (Minneapolis)                         | \$300.00          |   | February 2026: 2,500 brochures  |
| La Crosse Sport Show                                       | \$300.00          |   | February 12-15, 2026: 1,500 brochures   |
| RV & Boat Main Event (Oshkosh)                             | \$300.00          |   | February 2026: 1,500 brochures  |
| Milwaukee RV Show  | \$300.00          |   | February 2026: 3,000 brochures  |
| Central WI RV & Camping Show (Wausau)                      | \$300.00          |   | March 2026: 1,000 brochures   |
| Wisconsin Sport Show (Eau Claire)                          | \$300.00          |   | March 20-22, 2026: 1,000 brochures  |
| KunesRV Show   | \$300.00          |   | April 2026: 1,500 brochures   |
|  |                   |   |   |
| <b>All 10 RV Shows</b>                                     | <b>\$2,500.00</b> |   | <b>\$3,000 value - Approx. 25,000 brochures needed total.</b>   |

Sign up for all 10 RV shows and we guarantee distribution of 25K - you can limit the number of brochures you choose to distribute.

*Must be paid in full by November 15, 2025. 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 15, 2025. 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.*

|   |                  |                             |
|---|------------------|-----------------------------|
| <b>Donate Certificates</b>  | <b>No Charge</b> | <b>Deadline: 12/15/2025</b> |
| 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. <b><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 December 15, 2025. Please note these are certificates only.</i></b> |                  |                             |

|   |  |   |
|---|--|---|
| <b>Donate to Scholarship Program</b>  |  | <b>Deadline: Can be donated anytime throughout membership year.</b> |
| 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!<br><b>Amount I'd Like To Donate:</b> _____ |  |   |

|          |                                  |
|----------|----------------------------------|
| \$ _____ | <b>TOTAL FOR ALL ADVERTISING</b> |
|----------|----------------------------------|

**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 15, 2025 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](mailto:tina@seversonandassociates.com)  
PRICES ARE SUBJECT TO CHANGE, DEPENDING ON PARTICIPANTS