

Attention members! We have several opportunities to reach your audience at very reduced rates. Please take a few minutes to read the advertising placements listed below and note the deadlines.

DOOR COUNTY VISITOR BUREAU 2010 CO-OP MARKETING OPPORTUNITIES

SPRING/SUMMER INSERT

- Partner investment: \$600 per ad
 - Brochure ad on back cover (200 words of copy and one image)
 - Reader Service
 - Space limited
 - Deadline on or before Feb.19, 2010 based on availability
 - See attached for details and insertion order.
 - Contact Mary Denis (mary@doorcounty.com) for more information
- Eight page insert, tabloid size
- Door County Visitor Bureau underwriting program
- Over 325,000 circulation
- Inserted in newspapers in major markets to include; Chicago (including NW suburbs), Fox Valley, Milwaukee, Minneapolis, Quad Cities, Eau Claire, LaCrosse, Rockford
- Drop date Sunday, May 16, 2010
- Door County intro copy with one-third page profiles of communities
- Bonus overruns for direct mail
- Online promotion on VacationFun.com
- Conversion study after to assess effectiveness

2010 WISCONSIN BIKER GUIDE

- Partner investment: \$500 or \$950
 - Sizes:
 - Single (1.625W x 3.25H or 3.25W x 1.625H) – Cost: \$500 (without co-op \$1730)
 - Double (3W x 3.25H) – Cost: \$950 (without co-op \$2995)
 - Space is limited
 - Deadline on or before March 1, 2010 based on availability
 - See attached for sign-up form
 - Contact Mary Denis mary@doorcounty.com for more information
- Map directing motorcycle enthusiasts to specific destinations throughout the area

- Door County Visitor Bureau underwriting program
- Over 60,000 circulation
- Distribution to high traffic motorcycle riders' areas to include Harley-Davidson dealers, information centers and national and international receptive operators who specialize in biker groups.
- Negotiated for Door County photo on cover
- Available as downloadable pdf from bikercityguide.com
- Door County banner

INLINE WEB UPGRADES

IN ADDITION TO YOUR MEMBERSHIP FEATURES THESE FEATURES ARE AVAILABLE:

- Four additional photos - \$50 per year
- Unlimited descriptive text - \$50 per year
- Contact Us button - \$50 per year
- Vacancy Calendar display - \$50 per year (lodging properties only)
- Online Store - \$125 per year
- Call Cathy Lynch at 743-4456 or 868-3521



2010 Mass Media Co-op Opportunities

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	DCVB Contribut	
Nature of Romance			Festival of Blossoms						Kingdom So Delicious	Holidays in Door County				
					M Magazine	M Magazine	M Magazine			M Magazine				
					\$ 11,412	\$ 11,412	\$ 11,412			\$ 11,412		\$ 45,648	\$ 7,536	
			WI DOT 2c x 2"	WI DOT 2c x 2"			WI DOT 2c x 2"		WI DOT 2c x 2"					
			\$ 3,492	\$ 3,492			\$ 3,492		\$ 3,492			\$ 13,968	\$ 6,984	
			"Easy Escapes" 947Chicago.com / WLS-FM											
				\$ 15,885								\$ 15,885	\$ 7,943	
			TwinCities.com 6 ur	TwinCities.com 6	TwinCities.com 6	TwinCities.com 6								
			\$ 988	\$ 988	\$ 988	\$ 988						\$ 3,953	\$ 1,976	
			Yahoo! Behavioral Targeting (TwinCities.com)											
				\$ 2,353								\$ 2,353	\$ 1,177	
			Spring Newspaper Insert (Madden)											
				\$ 90,000								\$ 90,000	\$ 45,000	
\$ -	\$ -	\$ -	\$ 3,492	#####	\$ 12,400	\$ 12,400	\$ 15,892	\$ -	\$ 3,492	\$ 11,412	\$ -	#####	\$ 70,615	

2010 CO-OP MARKETING OPPORTUNITIES

Please fax back to Mary Denis, DCVB

920-743-7873

_____ Yes! I want to participate in the following co-op initiatives.

_____ Spring/Summer Insert at a cost of \$750 per ad.

_____ 2010 Wisconsin Biker Guide at a cost of:

_____ \$500 for a single ad.

_____ \$950 for a double ad.

_____ I would be interested in more information about the following:

_____ Wisconsin Department of Tourism Banner ads for Festival of Blossoms

_____ WLS Chicago Radio

_____ InnLine Web Upgrades

Contact Name: _____

Business Name: _____

Phone: _____ Email: _____

Fax: _____

Signed: _____

Date: _____