



Co-Op Advertising Opportunities, 2010

- **Magazine**
 - M Magazine
 - 38,000 circulation in Milwaukee's lifestyle magazine
 - "Destination: Door County" – Open to Business Association
 - One page for each community
 - » 2 columns devoted to up to six spots for local businesses
 - » 1 column devoted to edit on the community
 - Full page @ \$2383
- **Newspaper**
 - WI Dept of Tourism newspaper co-op
 - 2.5 million circ via Chicago *Tribune*, Milwaukee *Journal Sentinel*, St. Paul *Pioneer Press*, Minneapolis *Star-Tribune*
 - 1 col x 3" ad @ \$1528
 - Madden Spring newspaper insert
 - 325,000 circulation to affluent adults in Chicago (including NW suburbs), Rockford, Fox Valley, Milwaukee, LaCrosse, Eau Claire, Minneapolis and Quad Cities
 - Brochure ad (200 characters of copy and one image) @ \$600
- **Online/Web**
 - "Easy Escapes" www.947chicago.com
 - Midwestern escape destinations within driving distance of Chicago on WLS-FM's website 947Chicago.com
 - Destination – 2 participants max
 - 1 wk as featured destination AND 3 wks listing (below)
 - 100,000 impressions on 947Chicago.com
 - \$2650 plus for three month's exposure
 - Listing – 3 participants max
 - 4 wks, 200 x 100 graphic and words with link
 - 50,000 impressions on 947Chicago.com
 - \$885 for three month's exposure
 - www.TwinCities.com e-blast
 - 15,000 subscribers to TwinCities.com "Travel Deals" and/or "Events & Promotions" lists
 - 255 x 171 pixel ad units @ \$83 per ad unit (max 3 units per advertiser, max 8 units per blast)
 - Yahoo! Behavioral Targeting
 - 332,000 impressions geotargeted to: Minneapolis/St. Paul, Wausau/Rhineland, Duluth/Superior, LaCrosse/Eau Claire, Quad Cities, Madison, Milwaukee, Rockford, Chicago
 - ¼ Leaderboard ad @ \$589

(Continued)

Choose any or all opportunities to suit your needs – complete flexibility
Some suggested packages:

- **Basic**
 - \$1,568 for 390,000 impressions
 - » Madden Spring Newspaper Insert 1x
 - » Easy Escapes 947Chicago.com Listing
 - » TwinCities.com e-blast 1 ad unit, 2x
- **Moderate**
 - \$6,306 for 5,425,000 impressions
 - » Madden Spring Newspaper Insert 1x
 - » Easy Escapes 947Chicago.com Destination
 - » WI DOT Newspaper 2x
- **Premium**
 - \$14,833 for 10,863,000 impressions
 - » Madden Spring Newspaper Insert 1x
 - » Easy Escapes 947Chicago.com Destination
 - » WI DOT Newspaper 4x
 - » M Magazine 2x
 - » TwinCities.com e-blast 1 ad unit, 2x
 - » Yahoo! Behavioral Targeting

In addition, for members who want to reach the affluent biker market DCVB will again position the County in the **2010 Wisconsin Biker Guide** with a “flap” banner like 2009. Circulation will be 60,000. Members can reserve a single (1.625Wx3.25H) for \$500 or double (3W x 3.25H) for \$950.

DEADLINES VARY BASED ON PLACEMENT. WE WILL WORK WITH EACH INDIVIDUAL MEMBER OR BUSINESS ASSOCIATION TO RESERVE YOUR SPACE, SEND INVOICES AND COLLECT CREATIVE.

For questions contact Mary Denis at 920-227-2153 or mary@doorcounty.com. For reservations contact Michelle Bailey at 920-243-1127 or michelle@doorcounty.com .

2010 Co-op Advertising Schedule

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Nature of Romance			Festival of Blossoms						Kingdom So Delicious	Holidays and Holly Nights		
	M Magazine		M Magazine				M Magazine		M Magazine			
	WI DOT		WI DOT				WI DOT		WI DOT			
			"Easy Escapes" www.947Chicago.com / WLS-FM									
TwinCities.com e-blast			TwinCities.com e-blast				TwinCities.com e-blast		TwinCities.com e-blast			
				Yahoo! Behavioral Targeting (TwinCities.com)								
				Spring Newspaper Insert (Madden)								
					Wisconsin Biker Guide							