



WH&LA 2018

TARGETED MARKETING

A Brief Overview of Popular Options



Put WH&LA's buying power to work for your property by participating in our targeted marketing: offering over 60 cost-effective targeted advertising opportunities that won't break your budget.



HIGHWAY DIGITAL BILLBOARDS



MEETINGS MARKET



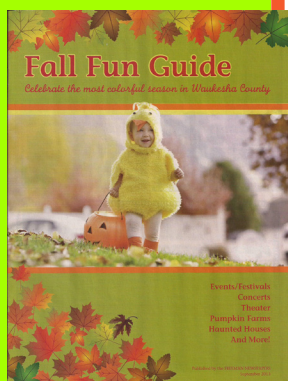
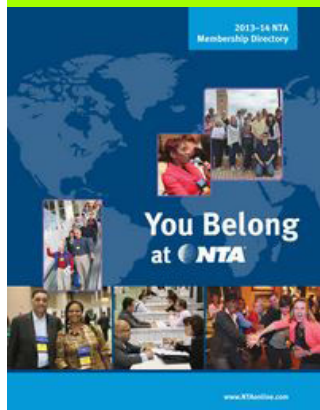
GROUP TOUR MARKET



LEISURE MARKET



ONLINE OPPORTUNITIES



The enclosed pricing is for WH&LA Lodging Members only. Non-members pay an additional 25-35% where space is available.





HIGHWAY DIGITAL BILLBOARDS

Reach travelers and residents in and around your chosen market by participating in our Highway Digital Billboard campaigns!

**** FREE BILLBOARD DESIGN SERVICES - CALL FOR DETAILS ****

Market:	Campaign Dates:	Order Deadline:	Price:
<u>Green Bay Area</u> Green Bay Area campaigns include a minimum of 1,620 spots per property.* All holidays included. Location: Hwy. 412 just south of Scheuring Road	May 7 - June 3	April 7	\$255 Each
	June 18 - July 15	May 18	
	November 12 - December 9	October 12	
<u>Appleton/Oshkosh</u> Appleton/Oshkosh campaigns include a minimum of 1,620 spots per property.* All holidays included. Location: Hwy. 41 just south of Oshkosh	May 7 - June 3	April 7	\$255 Each
	June 18 - July 15	May 18	
	November 12 - December 9	October 12	
<u>Madison Outskirts</u> Madison Outskirts campaigns include a minimum of 1,764 spots per property.* All holidays included. Location: Hwy. I-94 at Hwy. F	May 7 - May 30	April 7	\$290 Each
	June 18 - July 11	May 18	
	August 13 - September 15	July 13	
	November 5 - November 28	October 5	
	December 10 - January 2	November 10	
<u>Gateway to Wisconsin (Racine)</u> Gateway to Wisconsin campaigns include a minimum of 1,764 spots per property.* All holidays included. Location: I-94 North Facing Milwaukee in Racine	May 7 - May 30	April 7	\$295 Each
	June 18 - July 11	May 18	
	August 13 - September 15	July 13	
	November 5 - November 28	October 5	
	December 10 - January 2	November 10	
<u>Milwaukee Area</u> Milwaukee Area campaigns include a minimum of 1,764 spots per property.* All holidays included. Billboard Location: Any board in Milwaukee metro area	May 7 - May 30	April 7	\$300 Each
	June 18 - July 11	May 18	
	August 13 - September 15	July 13	
	November 5 - November 28	October 5	
	December 10 - January 2	November 10	
<u>Milwaukee High Impact - One-Week</u> High Impact campaigns include a minimum of 1,000 spots per property.* All holidays included. Billboard location: Any board in Milwaukee metro area	January 29 - February 4	January 4	\$285 Each
	April 30 - May 6	April 2	
	July 2 - July 8	June 4	
	November 19 - November 25	October 22	

**WH&LA does not guarantee exact number of spots displayed, locations or exact run dates, but will deliver what is outlined as a minimum.*

Wisconsin Hotel & Lodging Association • 1025 S. Moorland Road, Suite 200 • Brookfield, WI 53005
Phone: 262/782-2851 • Fax: 262/782-0550 • www.WisconsinLodging.org



PRINT MARKETING OPTIONS

WSAE Newsletter (*Vantage Point*)

Wisconsin Society of Association Executives four-color magazine is circulated among more than **300 association executives** in the state.

Order Deadline:

April Issue: **order by February 3**

July Issue: **order by May 4**

October Issue: **order by August 10**

Jan. 2019 Issue: **order by Oct. 4**

\$260 per Issue ✓ **Color Photo** ✓ **Contact Info** ✓ **30 Words of Text**



MPI Wisconsin Newsletter (*Agenda*)

Meeting Professionals International bi-monthly magazine has a circulation of approximately **400 meeting professionals** in the state.

Order Deadline:

March/April Issue: **order by Jan. 11**

May/June Issue: **order by March 7**

Sept/Oct Issue: **order by July 11**

Nov./Dec. Issue: **order by Sept. 7**

\$230 per Issue ✓ **Color Photo** ✓ **Contact Info** ✓ **20 Words of Text**



NTA Annual Directory (*National Tour Assn.*)

With members from every U.S. state and Canadian province, plus more than 40 countries, the NTA Directory is a great way to make your property known to **more than 1,500 tour operators**.

Order Deadline:

June Publication:
order by Feb. 17

\$365 for Listing ✓ **Photo** ✓ **Contact Info** ✓ **15 Words of Text**



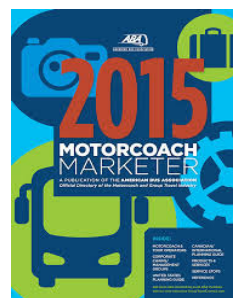
ABA Annual Directory (*Motorcoach Marketer*)

Bus and tour operators use American Bus Association's *Motorcoach Marketer* to plan tours, explore new destinations and treat groups to entertaining attractions. Destination marketing organizations and destinations use the *Marketer* to source bus, tour and charter suppliers - **circulation of 6,000**

Order Deadline:

Late October/
Early November
Publication:
order by Sep. 8

\$330 for Listing ✓ **Photo** ✓ **Contact Info** ✓ **20 Words of Text**



Fetch Magazine

Free publication in many pet stores, primarily in southeastern Wisconsin, with a growing circulation. **Readership of 40,000** in southern and southeastern Wisconsin.

Order Deadline:

Summer Issue in June:
order by April 6

\$200 per Issue ✓ **Photo** ✓ **Contact Info** ✓ **40 Words of Text**





PRINT MARKETING OPTIONS (CONT.)

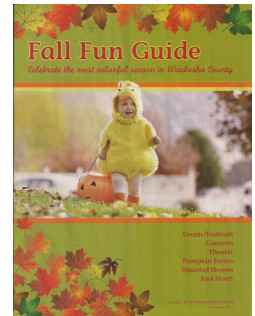
Newspaper Fun Guides (Waukesha County)

Seasonal Fun Guides are inserts in *Oconomowoc Enterprise*, *Waukesha Freeman*, *Lake Country This Month* and *Brookfield & Elm Grove This Month* - **circulation of 53,000+**.

Order Deadline:

Summer Issue in late May/early June:
order by April 4

Fall Issue in early to mid-September:
order by June 29



\$225 per Issue ✓ Photo ✓ Contact Info ✓ 40 Words of Text

Wisconsin Travel Guide (Chicago Suburban Newspapers)

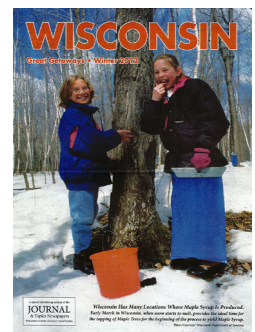
Wisconsin Travel Guides appear in 16 Award-Winning northwest suburban Chicago newspapers. *The Wisconsin Travel Guide* is a great way to reach out to **over 200,000** potential visitors. **Current issue published online as added value.**

Order Deadline:

Spring/Summer Issue in late April/Early May:
order by February 9

Fall Issue in August:
order by June 8

Winter Issue in Nov:
order by Sept. 7



\$299 per Issue ✓ Color Photo ✓ Contact Info ✓ 40 Words of Text



DIGITAL MARKETING OPTIONS

Featured Property Listing at www.WisconsinLodging.org

Our featured property listings have been redesigned to drive more traffic to your website and our new mobile-friendly website provides an added enhancement to your featured property exposure! Premier featured properties benefit from added exposure as they rotate on the WisconsinLodging.org homepage. Listings include photo, email link, phone and 800#, and are clickable directly to your website.

Order Deadline:

Order by the 25th of each month

\$120 Premier (Top Row) Feature **\$95 2nd - 5th Row Feature**



Wisconsin Getaways - Monthly E-Newsletter

Our monthly email newsletter now has approx. **8,800 subscribers!** Reach these travelers with information on your upcoming specials. Listing includes a property photo, address, phone, link to your website, and a description of your special, January - November.

Order Deadline:

Order by the 20th of each month

\$70 per Issue



2018 WH&LA Targeted Marketing Order Form

****NEW DISCOUNTS: Order by February 7 and pay by March 7 to receive:**

4% off 5 items OR 6% off 10 or more items**

Highway Digital Billboards	
Green Bay Area - \$255 Each	
<input type="checkbox"/> May 7 - June 3	<input type="checkbox"/> June 18 - July 15
	<input type="checkbox"/> Nov. 12 - Dec. 9
Appleton/Oshkosh - \$255 Each	
<input type="checkbox"/> May 7 - June 3	<input type="checkbox"/> June 18 - July 15
	<input type="checkbox"/> Nov. 12 - Dec. 9
Madison Outskirts - \$290 Each	
<input type="checkbox"/> May 7 - May 30	<input type="checkbox"/> Aug. 13 - Sep. 15
<input type="checkbox"/> June 18 - July 11	<input type="checkbox"/> Nov. 5 - Nov. 28
	<input type="checkbox"/> Dec. 10 - Jan. 2
Gateway to Wisconsin (Racine) - \$295 Each	
<input type="checkbox"/> May 7 - May 30	<input type="checkbox"/> Aug. 13 - Sep. 15
<input type="checkbox"/> June 18 - July 11	<input type="checkbox"/> Nov. 5 - Nov. 28
	<input type="checkbox"/> Dec. 10 - Jan. 2
Milwaukee Area - \$300 Each	
<input type="checkbox"/> May 7 - May 30	<input type="checkbox"/> Aug. 13 - Sep. 15
<input type="checkbox"/> June 18 - July 11	<input type="checkbox"/> Nov. 5 - Nov. 28
	<input type="checkbox"/> Dec. 10 - Jan. 2
Milwaukee Area (1-Week) - \$285 Each	
<input type="checkbox"/> Jan. 29 - Feb. 4	<input type="checkbox"/> July 2 - July 8
<input type="checkbox"/> Apr. 30 - May 6	<input type="checkbox"/> Nov. 19 - Nov. 25
Meetings Market	
WSAE Newsletter - \$260 Each	
<input type="checkbox"/> April Issue	<input type="checkbox"/> October Issue
<input type="checkbox"/> July Issue	<input type="checkbox"/> Jan. 2019 Issue
MPI - Wisconsin Newsletter - \$230 Each	
<input type="checkbox"/> Mar./Apr. Issue	<input type="checkbox"/> Sept./Oct. Issue
<input type="checkbox"/> May/Jun. Issue	<input type="checkbox"/> Nov./Dec. Issue
Group Tour Market	
National Tour Association (NTA) - \$365	
<input type="checkbox"/> NTA Annual Directory	
American Bus Association (ABA) - \$330	
<input type="checkbox"/> ABA Annual Directory	
Leisure Market	
Waukesha County Fun Guide - \$225 Each	
<input type="checkbox"/> Summer Issue	
<input type="checkbox"/> Fall Issue	
Wisconsin Travel Guide - \$299 Each	
<input type="checkbox"/> Spring/Summer	<input type="checkbox"/> Winter Issue
<input type="checkbox"/> Fall Issue	
Fetch Magazine - \$200	
<input type="checkbox"/> Summer Issue	

Monthly Online Opportunities	
Featured Property Top Row - \$120 Each	
<input type="checkbox"/> January 2018	<input type="checkbox"/> July 2018
<input type="checkbox"/> February 2018	<input type="checkbox"/> August 2018
<input type="checkbox"/> March 2018	<input type="checkbox"/> September 2018
<input type="checkbox"/> April 2018	<input type="checkbox"/> October 2018
<input type="checkbox"/> May 2018	<input type="checkbox"/> November 2018
<input type="checkbox"/> June 2018	<input type="checkbox"/> December 2018
Featured Property Second Row - \$95 Each	
<input type="checkbox"/> January 2018	<input type="checkbox"/> July 2018
<input type="checkbox"/> February 2018	<input type="checkbox"/> August 2018
<input type="checkbox"/> March 2018	<input type="checkbox"/> September 2018
<input type="checkbox"/> April 2018	<input type="checkbox"/> October 2018
<input type="checkbox"/> May 2018	<input type="checkbox"/> November 2018
<input type="checkbox"/> June 2018	<input type="checkbox"/> December 2018
WisconsinINN Getaways - \$70 Each	
<input type="checkbox"/> January 2018	<input type="checkbox"/> June 2018
<input type="checkbox"/> February 2018	<input type="checkbox"/> July 2018
<input type="checkbox"/> March 2018	<input type="checkbox"/> August 2018
<input type="checkbox"/> April 2018	<input type="checkbox"/> September 2018
<input type="checkbox"/> May 2018	<input type="checkbox"/> October 2018
	<input type="checkbox"/> November 2018
Seasonal Online Opportunity	
12 Days of Getaways - December 2018	
<input type="checkbox"/> \$249 Full Program	<input type="checkbox"/> \$199 & Overnight*
<input type="checkbox"/> \$50 Eblast Only	<small>* Limited to first 12 properties.</small>
Place Your Order	
Fax: 262/782-0550	
Mail to: Wisconsin Hotel & Lodging Association 1025 S. Moorland Road, Suite 200 Brookfield, WI 53005	
Payment must be received in full by March 7 to qualify for discounted rates. No exceptions.	

Contract & Payment Info

By signing this order, I commit to purchasing the promotions as indicated above and remitting the materials by the stated deadlines. I understand WH&LA reserves the right to change dates, locations, ad dimensions, etc. with advance notice.
By submitting a photo to the WH&LA for promotional purposes, you are hereby providing the WH&LA with the right to incorporate the photo within our electronic or print materials, publications, co-op advertisements, and website.

Property Information

Property: _____

Committed By: _____

City: _____

Authorized Signature: _____

Payment Information

_____ Total Amount Due

_____ Please invoice me for the items selected above

_____ Check Enclosed (Payable to Wisconsin Hotel & Lodging Association)

Card # _____

Exp. Date _____

Credit Card Mailing Address: _____

CID # _____

Cardholder Name: _____

Authorized Signature: _____