



Door County Visitor Bureau 2016 Co-Op Member Sign-Up Sheet

Date Received by DCVB: \_\_\_\_\_

Member Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Fax: \_\_\_\_\_

			Cost	Quantity	Total
PRINT	Midwest Living	Reader Service Leads Only	\$250		
		1/6 Page Ad, Reader Service Listing & Leads	\$1,100		
		1/4 Page Ad, Reader Service Listing & Leads	\$1,850		
	WI Travel Guide	2.5" x 1.625" Ad	\$600		
	WI Bride	Reader Service Leads Only	\$250		
		3.875" x 1.5" Ad & Reader Service Leads	\$400		
	DCVB Wedding Guide	1/6 Page Ad	\$250		

			Cost	Quantity	Total
DIGITAL MEDIA	DCVB eNewsletter	Event Feature Circle Month(s): Jun Jul Aug Sep Oct Nov Dec	\$100/mo		
		Option #1: Partner Feature in eBlast Circle Month(s): Jul Aug Sep Oct Nov Dec	\$250/mo		
		Option #2: Partner Feature in eBlast & eNewsletter Ad Circle Month(s): Jul Aug Sep Oct Nov Dec	\$500/mo		
		Option #3: Partner Feature in eBlast & eNewsletter Article & Share via Social Circle Month(s): Aug Sep Oct Nov Dec	\$850/mo		
	Seasonal Promotions	Indicate Promotion(s): Season of Blossoms Summer Mid-week Promotion (TBD) So Delicious. So Door County Nature of Romance	FREE		
	General Social Media Posts	General Facebook Post: List your week preferences below	\$150		
		General Twitter Post: List your week preferences below	\$75		
		General Instagram Post: List your week preferences below	\$75		
		General Facebook, Instagram & Twitter Post: List your week preferences below	\$250		
	Featured Social Media Posts	Featured Facebook Post: List your week preferences below	\$250		
		Featured Twitter Post: List your week preferences below	\$150		
		Featured Facebook & Twitter Post: List your week preferences below	\$350		
	Social Media Ads	Facebook Ad (2-Week Campaign): List your week preferences below	\$550		
		Instagram Ad (2-Week Campaign): List your week preferences below	\$250		
		Facebook & Instagram (2-Week Campaign): List your week preferences below	\$750		
		Twitter Lead Generation Ad & all Leads (2 Week Camapg): List your week preferences below	\$250		
		Twitter Ad (2 Week Campaign): List your week preferences below	\$250		
	Trip Advisor	Circle Month(s): Jan Feb Mar Apr	\$600/mo		
		Month of May (2-week run; May 1st - 12th)	\$300		
	DoorCounty.com Featured Event	Indicate Week(s):	\$250		

**Social Media Post Sign-Up:** Indicate which week(s) your business would like to reserve. Example: "General FB Post: Week of 4/11"

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**Social Media 2-Week Ad Campaign Sign-Up:** Indicate which two weeks your business would like to reserve. Example: "Instagram Ad - 6/5 & 6/12"

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			Cost	Quantity	Total
DIGITAL OUTDOOR	GB/Appleton Billboard	Indicate Preferred Flight Date(s): 1/18-2/14 3/7-4/3 5/9-6/5 6/27-7/24 8/8-9/4 9/12-10/9 11/14-12/11	\$950*		

			Cost	Quantity	Total
VIDEO	DCVB Lobby Video	Option 1: \$100/4 week flight Circle Month(s): Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	\$100		
		Option 2: \$1,000/year	\$1,000		
		Option 3: \$50/week	\$50		
		Indicate Week(s):			

			Cost	Quantity	Total
EVENT MARKETING	Travel & Adventure Show - Chicago	Option #1: Brochure Hand-Out	\$400		
		Option #2: Video Ad Rotation, 1 Exhibitor Badge, Brochure Hand-Outs	\$800**		

\*Cost will vary depending on participation level. \$950 is minimum cost based on 9 participants per flight. If less than 9 sign up per flight then cost increases.

\*\*DCVB not responsible for member incidentals to attend show (i.e. travel, accommodations, meals, etc.)

GRAND TOTAL:

\$

Thank you for participating. By signing this contract you agree to the full cost of the program (items) you sign up for and to the guidelines as laid out in this document for each option. Costs for items above are based on participation. Once you've signed off on any of the items listed above, you are contractually obligated and may not cancel your participation at any time, for any reason. Ad materials will not be accepted after due dates and it is the advertisers responsibility to ensure that the quality of their ad and/or ad materials meets the specifications and standards of the publication and/or the DCVB. DCVB will send you an invoice that will need to be paid in full, prior to the run of each ad. All participants must remain a member in good standing to participate in the DCVB co-op program. Failure to do so will result in your advertising message being pulled.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Please fax contract to 920-743-7873 or email [Laurab@doorcounty.com](mailto:Laurab@doorcounty.com)