



WH&LA 2016

TARGETED MARKETING

Pick your audience. Save your money.



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



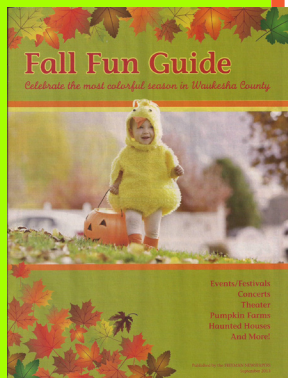
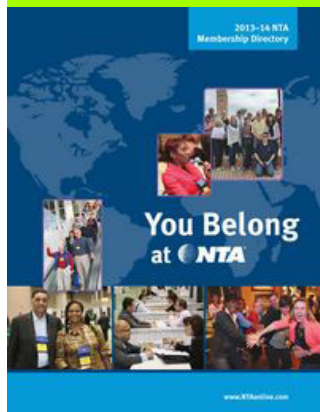
LEISURE MARKET



ONLINE OPPORTUNITIES

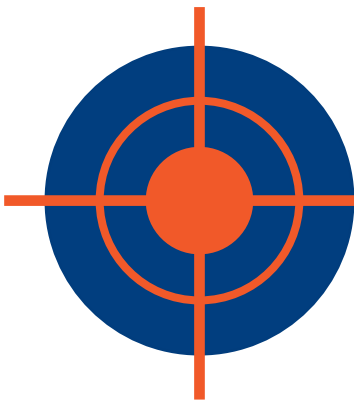
Save 5% by returning your order form by Jan. 15, 2016.

Save 10% when prepaying by Jan. 15, 2016.



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 for only \$270!

Market:	Campaign Dates:	Order Deadline:	Price:
<u>Green Bay Area - Four Week Campaign</u> All Green Bay Area campaigns include approx. 1,620 spots per property/58 spots per day. <i>Campaigns generally appear on a board just south of De Pere, facing northbound traffic.</i>	May 9- June 5, including Memorial Day	April 7	\$270 each
	June 20- July 17, including Independence Day	May 19	
	August 22 - September 18, including Labor Day	July 21	
	November 14 - December 11, including Thanksgiving	September 28	
<u>Madison Outskirts Campaign</u> All Madison Outskirts campaigns include approx. 1,764 spots per property/73 spots per day, over approximately 24 days. <i>Generally appears on a board on I-94 near Hwy. 0 in Jefferson County, facing eastbound traffic.</i>	May 11 - June 3, including Memorial Day	April 14	\$270 each
	June 15 - July 8, including Independence Day	May 19	
	August 17 - September 9, including Labor Day	July 14	
	November 23 - December 16, including Thanksgiving	September 28	
<u>Milwaukee Area Campaign</u> All Milwaukee Area campaigns include approx. 1,764 spots per property/73 spots per day, over approximately 24 days. <i>Campaigns may appear on any boards in southeastern Wisconsin.</i>	May 11 - June 3, including Memorial Day	April 14	\$270 each
	June 15 - July 8, including Independence Day	May 19	
	August 17 - September 9, including Labor Day	July 14	
	November 23 - December 16, including Thanksgiving	September 28	
<u>Milwaukee High Impact - One-Week Campaign</u> Milwaukee High Impact campaigns include approx. 1,000 spots per property/146 spots per day. <i>Campaigns may appear on any board in the Milwaukee area.</i>	February 1 - 7	January 4	\$270 each
	May 2 - 8	March 31	
	July 4 - 10	May 26	
	November 21 - 27	September 28	

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



MEETINGS MARKET

Grow your meetings business with exposure to meeting planners, association executives and more!

WSAE Newsletter (Vantage Point)

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

Order Deadline:

April Issue: **order by February 4**

July Issue: **order by May 5**

October Issue: **order by August 11**

Jan. 2017 Issue: **order by Oct. 5**

\$250 per Issue ✓ **Color Photo** ✓ **Contact Info** ✓ **30 Words of Text**



MPI Wisconsin Newsletter (Agenda)

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

Order Deadline:

March/April Issue: **order by Jan. 12**

May/June Issue: **order by March 8**

Sept/Oct Issue: **order by July 6**

Nov./Dec. Issue: **order by Sept. 8**

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



GROUP TOUR MARKET

Grow your bus and tour group business by getting in these two popular directories!

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. 16

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



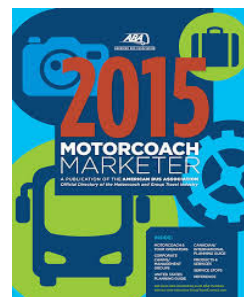
ABA Annual Directory (Motorcoach Marketer)

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. 7

\$315 for Listing ✓ **Photo** ✓ **Contact Info** ✓ **20 Words of Text**





LEISURE MARKET

Attract hobby travelers, pet-lovers, fisherman, hunters or anybody just looking for a weekend getaway!

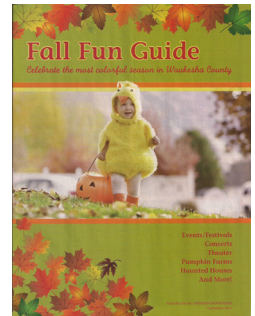
Order Deadline:

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*. The easy-to-read guides contain information on celebrations, concerts, local events, golf, parks & recreation events, antique shows, farmers' markets, and much, much more - **circulation of 53,000+**.

Summer Issue in late May/early June:
order by April 1

Fall Issue in early to mid-September:
order by June 30



\$215 per Issue ✓ Photo ✓ Contact Info ✓ 40 Words of Text

Order Deadline:

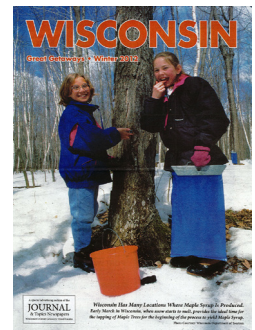
Wisconsin Travel Guide (Chicago Suburban Newspapers)

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 from communities such as Glenview, Buffalo Grove, Arlington Heights and many others.

Current issue published online as added value.

Spring/Summer Issue in late April/Early May:
order by February 11

Fall Issue in August:
order by June 9



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

Order Deadline:

Fetch Magazine

Free publication in many pet stores, primarily in southeastern Wisconsin, with a growing circulation. Reach pet lovers with an average household income above \$50,000.

Readership of 40,000 in southern and southeastern Wisconsin - **39% of readers say they are looking for vacation spots that accept dogs!**

Summer Issue in June:
order by April 8



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

Order Deadline:

American Snowmobiler Magazine

New! Showcase your snowmobile friendly property!

Getaway Guide Issue:
order by Aug. 24



\$385 per Issue ✓ Photo ✓ Contact Info ✓ 40 Words of Text

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



MONTHLY ONLINE OPPORTUNITIES

Monthly online opportunities designed to increase your property's internet exposure

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! All featured property photos, when viewed on a desktop computer, now include mouse-over text. When a visitor clicks your property photo, on their desktop computer or mobile device, they are directed right to your website. 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. Text is automatically generated from your lodging listing page, but properties can submit optional text promoting special packages or events.

Order Deadline:

**Order by the 25th
of each month**



\$120 Premier (Top Row) Feature

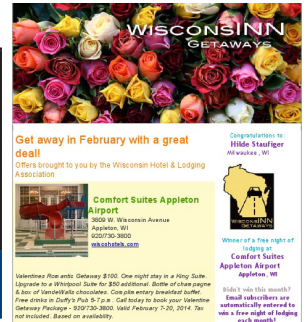
\$95 2nd - 5th Row Feature

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.

Order Deadline:

**Order by the 20th
of each month**



\$70 per Issue



SPECIAL ONLINE OPPORTUNITIES

"3-for-2" Weekend Promotion

The "3-for-2" special is promoted to travelers on our website starting late-April, just in time for National Travel & Tourism Week! How it works: when a guest books a two night stay with you on May 6th & 7th and mentions the special, you then agree to provide a free night stay to them on either Thursday, May 5th or Sunday, May 8th. Also includes email blast to our approx. 8,800 Getaways subscribers!

Order Deadline:

April 7

Free Listing: Listing on Website w/Contact Info

\$35 Upgrade: Add a Photo

12 Days of Getaways

We market this special Getaways through additional channels to ensure your property promotions are viewed by even more travelers at the holidays. Then over the 12 weekdays running Dec. 8-23, we hold daily drawings for the donated room nights and promote those through WisconsinLodging.org, our blog, Facebook and Twitter. For \$249 or \$199 plus a donated room night your promotion appears at the WH&LA website, in emails to our Getaways subscriber list, on ads we run (previous ads have included Ad-Lit and St. Paul Pioneer Press), and daily drawings as outlined above. For \$50 your property information details will be included in the Wisconsin Getaways email.

Order Deadline:

October 3

\$249 or \$199+Donated Room*

\$50 for Wisconsin Getaways Email Promo Only

*\$199+Donated Room option limited to first 12 properties to register

Wisconsin Hotel & Lodging Association • 1025 S. Moorland Road, Suite 200 • Brookfield, WI 53005

Phone: 262/782-2851 • Fax: 262/782-0550 • www.WisconsinLodging.org

2016 WH&LA Lodging Member Targeted Marketing Order Form

Save 5% on your selected opportunities by returning your order form by Jan. 15, 2016
Save 10% by remitting full payment by Jan. 15, 2016



Highway Digital Billboards	
Green Bay Area - \$270 Each	
<input type="checkbox"/> May 9 - June 5	<input type="checkbox"/> Aug. 22 - Sept. 18
<input type="checkbox"/> June 20 - July 17	<input type="checkbox"/> Nov. 14 - Dec. 11
Madison Outskirts - \$270 Each	
<input type="checkbox"/> May 11 - June 3	<input type="checkbox"/> Aug. 17 - Sept. 9
<input type="checkbox"/> June 15 - July 8	<input type="checkbox"/> Nov. 23 - Dec. 16
Milwaukee Area - \$270 Each	
<input type="checkbox"/> May 11 - June 3	<input type="checkbox"/> Aug. 17 - Sept. 9
<input type="checkbox"/> June 15 - July 8	<input type="checkbox"/> Nov. 23 - Dec. 16
Milwaukee Area (1-Week) - \$270 Each	
<input type="checkbox"/> February 1 - 7	<input type="checkbox"/> July 4 - 10
<input type="checkbox"/> May 2 - 8	<input type="checkbox"/> Nov. 21 - 27
Meetings Market	
WSAE Newsletter - \$250 Each	
<input type="checkbox"/> April Issue	<input type="checkbox"/> October Issue
<input type="checkbox"/> July Issue	<input type="checkbox"/> Jan. 2016 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) - \$315	
<input type="checkbox"/> ABA Annual Directory	
Leisure Market	
Waukesha County Fun Guide - \$215 Each	
<input type="checkbox"/> Summer Issue	
<input type="checkbox"/> Fall Issue	
Wisconsin Travel Guide - \$299 Each	
<input type="checkbox"/> Spring/Summer	
<input type="checkbox"/> Fall Issue	
Fetch Magazine - \$200	
<input type="checkbox"/> Summer Issue	
American Snowmobiler Magazine - \$385	
<input type="checkbox"/> Getaway Guide Issue	

Monthly Online Opportunities	
Featured Property Top Row - \$120 Each	
<input type="checkbox"/> January 2016	<input type="checkbox"/> July 2016
<input type="checkbox"/> February 2016	<input type="checkbox"/> August 2016
<input type="checkbox"/> March 2016	<input type="checkbox"/> September 2016
<input type="checkbox"/> April 2016	<input type="checkbox"/> October 2016
<input type="checkbox"/> May 2016	<input type="checkbox"/> November 2016
<input type="checkbox"/> June 2016	<input type="checkbox"/> December 2016
Featured Property Second Row - \$95 Each	
<input type="checkbox"/> January 2016	<input type="checkbox"/> July 2016
<input type="checkbox"/> February 2016	<input type="checkbox"/> August 2016
<input type="checkbox"/> March 2016	<input type="checkbox"/> September 2016
<input type="checkbox"/> April 2016	<input type="checkbox"/> October 2016
<input type="checkbox"/> May 2016	<input type="checkbox"/> November 2016
<input type="checkbox"/> June 2016	<input type="checkbox"/> December 2016
Wisconsin Getaways - \$70 Each	
<input type="checkbox"/> January 2016	<input type="checkbox"/> June 2016
<input type="checkbox"/> February 2016	<input type="checkbox"/> July 2016
<input type="checkbox"/> March 2016	<input type="checkbox"/> August 2016
<input type="checkbox"/> April 2016	<input type="checkbox"/> September 2016
<input type="checkbox"/> May 2016	<input type="checkbox"/> Oct/Nov 2016
Special Online Promotions	
3-for-2 Weekend Promo	
<input type="checkbox"/> Free Listing	<input type="checkbox"/> Photo - \$35
12 Days of Getaways - December 2016	
<input type="checkbox"/> \$249 Full Program	<input type="checkbox"/> \$199 & Overnight*
<input type="checkbox"/> \$50 Eblast Only	* Limited to first 12 properties.
Place Your Order	
Fax: 262/782-0550	
Mail to: Wisconsin Hotel & Lodging Association 1025 S. Moorland Road, Suite 200 Brookfield, WI 53005	

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: _____