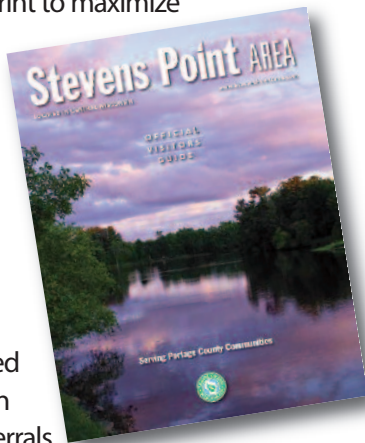


ONLINE & VISITORS GUIDE ADVERTISING

PROMOTE YOUR BUSINESS

Make sure your business is included in the official Stevens Point Area Visitors Guide and Website. The comprehensive guide and website for all of Portage County are used to promote all the area has to offer for attractions, dining, shopping, lodging, recreation and more! Promote your business to the thousands of visitors to Portage County, including meeting and convention attendees, sporting event and tournament participants (and their families), leisure travelers, and more, before and during their stay. Target consumers online and in print to maximize your exposure and increase your business.



MORE THAN AN AD

In addition, by advertising in the official Stevens Point Area Visitors Guide, you become a Partner in Tourism. Partners in Tourism participated in a number of exclusive programs. These included our brochure/menu distribution in the Visitor Information Center, referrals, Partner Display, our Visitor Guide Delivery Service, the FAM Tour, newsletters, and more. To learn more about the benefits available, exclusively to our Partners in Tourism, see the back of this sheet.

GET MORE WITH ONE BUY

Advertising with the Stevens Point Area Convention & Visitors Bureau allows you more options and exposure than a traditional advertising buy, and all include business referrals.

	VG LISTING	WEBSITE LISTING	FREE WEB AD
Listing	✓	✓	
Display Ad (1/3 page full color or more)	✓	✓	✓

NEW IN 2012

Starting in January 2012, banner advertising will be available on our website, www.stevenspointarea.com. The web ads will offer more visibility on the newly redesigned website. The new site will feature searchable categories and regions, map integration, and more options for partner listings.

DISTRIBUTION:

Print Quantity **52,000**

The official Stevens Point Area Visitors Guide is distributed to all who request information on the area as well as:

- ◆ 130+ Local Businesses, including all area lodging, gas stations, airport, restaurants, attractions and retail shops
- ◆ Wisconsin Welcome Centers and select Rest Areas along I-39
- ◆ Visitor Information Brochure Distribution Racks
- ◆ Other Visitors Centers and Chambers throughout Wisconsin
- ◆ For attendees at conventions/conferences/tournaments

Creative Services available as an added value to advertisers. All copy subject to publisher's approval. Acceptance of advertising does not imply endorsement or approval by SPACVB of the advertisement, the advertiser or any claims made. SPACVB reserves the right to refuse advertisements on the basis of content or quality of production and assumes no liability of statements or claims made in advertising copy. SPACVB also reserves the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

EARLY BIRD DEADLINE: SEPTEMBER 2, 2011

FINAL DEADLINE: SEPTEMBER 16, 2011

ONLINE & VISITORS GUIDE ADVERTISING RATES

TYPES OF LISTINGS:

- Standard Listing** (includes 25-word business description, free with display ad, also listed on website)
For Attractions, Dining, Shopping, Getting Around, Accommodation, Businesses & Services Sections..... **\$205**
For Places of Worship Section..... **\$ 60**
- Dining Side-bar Listing** (no description) **free**
- Coupon Listing** (with paid listing only) **free**

WEBSITE ADS:

- All ads are 180 pixels x 150 pixels**
Will be placed on main pages for relaunched website in 2012
- 6 Months..... **\$300**
12 Months..... **\$500**

***Website ads will be on a first come, first served basis.**
****Free web ads will be included in all 1/3 page Full Color ads.**

Full Page

B/W **\$1040**
Full Color **\$1415**

PREMIUM POSITIONS*

Back Cover \$1,690
Inside Front Cover \$1,805
Inside Back Cover \$1,805

*INCLUDES FULL COLOR

Image Area
7.375"w X 9.75"h

1/2 Page Vert.

B/W **\$735**
Full Color **\$1105**

Image Area
4.861"w X 7.25"h

1/6 Vert.

Image Area
2.347"w x 4.75"h

1/6 Ad Prices:

B/W **\$365**
Full Color **\$740**

1/6 Horz.

Image Area:
4.861"w x 2.25"h

2/3 Page
(Vert. Only)

B/W **\$925**
Full Color **\$1295**

Image Area
4.861"w x 9.75"h

1/3 Vert.

Image Area
2.347"w x 9.75"h

1/2 Page Horz.

B/W **\$735**
Full Color **\$1105**

Image Area
7.375"w X 4.75"h

1/3 Horz.

Image Area:
4.861"w x 4.75"h

1/3 Ad Prices:

B/W **\$485**
Full Color **\$860**

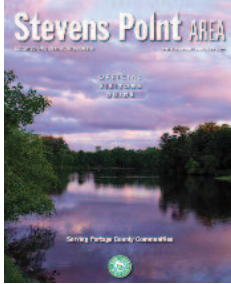
PARTNER IN TOURISM BENEFITS

PARTNERSHIP BENEFITS *with the SPACVB*

OUR RESOURCES

OFFICIAL VISITORS GUIDE

The Official Stevens Point Area Visitors Guide is printed on an annual basis, and is the area's most comprehensive tourist publication and includes information on Stevens Point Area accommodations, dining, shopping, attractions, calendar of events, community services and places of worship. Over 52,000 are distributed each year, throughout the state, area lodging and accommodations, attractions, airport, campus, convention & sporting event attendees, as well as individuals inquiring via telephone, email and mail to the SPACVB about the area.



STEVENSPOINTAREA.COM

The CVB will be launching a completely new, interactive website by January 2012. The new site will continue to serve as the official visitor resource for all of Portage County, but will expand its visual impact, visitor and local resources, including searchable database, calendar functions and more. This site provides, a one-stop, resource for all information on the area, including visitor information on what to do, where to stay, and where to dine, as well as links to a comprehensive Portage County event calendar and area maps. As an extension of the printed Stevens Point Area Visitors Guide, each *Partner* is highlighted with their own page with detailed business information and links, providing easy access to both residents and visitors who utilize the site. Recently, a streaming video component was added, allowing anyone to view images from the area.

TRAVELWISCONSIN.COM

By partnering with the SPACVB, your business or organization will be included on the Wisconsin Department of Tourism website, www.travelwisconsin.com.

YOUR BENEFITS

COUPON PROMOTION

All *Partners* can provide a coupon offer, to be included, free of charge, in the Stevens Point Area Visitors Guide.

BROCHURE DISTRIBUTION

Each year, the Visitor Information Center, located at 340 Division Street, Stevens Point, receives thousands of visitors that are looking for more information on Portage County. As a resource, we provide brochure racks and space for our *Partners* to display their brochures, menu's and other promotional materials, for free. In 2012, the Stevens Point Area CVB will expand this program, to provide more local information, and distribute not only the Visitors Guide, but Partner marketing materials as well.

NEWSLETTERS

The SPACVB distributes two newsletters. *Partners' Plus* is sent to our *Partners*, elected officials, and other tourism organizations and contains updates on SPACVB activities, including marketing initiatives, as well as tourism industry and partner news. *Words to Travel By*, is the opt-in newsletter for visitors on our website, and is used to promote area attractions, businesses, events and more to potential visitors.

BUSINESS REFERRALS

Everyday, our office receives inquiries about the Portage County area, in person and via phone and email. To best assist them, we refer them directly to you.

MEDIA LIST

A contact list of local, regional, and trade media is available to all *Partners*.

FAMILIARIZATION TOURS

The SPACVB assists with hospitality training by hosting an annual "Explore Portage County" Familiarization Tour (or FAM) to help educate you and your staff about the area, to provide exceptional customer service to all of your guests. The tour is free and is hosted annually in June.

OUR MISSION

The Stevens Point Area Convention & Visitors Bureau leads the region's tourism industry and aggressively markets the area as an attractive destination for leisure and business travel in order to create a positive economic impact and enhance the area's quality of life.

PROMOTING PARTNERS DISPLAY

This opportunity allows *Partners* to showcase themselves in our Visitor Information Center. *Partner* Displays are reserved on a first come, first served basis.

VISITOR INFORMATION BINDER

This is a one-stop resource provided by the SPACVB for your business or organization, to best assist with area questions you might receive on a day-to-day basis.

VISITORS GUIDE DELIVERY

This is a free service for *Partners* that will replenish your location with Stevens Point Area Visitors Guides on a rotating basis.

CALENDAR OF EVENTS

To keep you up-to-date with local events the SPACVB maintains and mails a monthly calendar of events to you.

PROMOTIONAL EFFORTS

The Stevens Point Area Convention & Visitors Bureau, actively promotes the area to general media and travel writers, throughout the state of Wisconsin and the Midwest.

CO-OP ADVERTISING

By being a *Partner*, you are eligible to participate in promotional opportunities, available through the Wisconsin Department of Tourism, in statewide and regional media outlets, for a reduced cost, for maximum exposure.

OTHER BENEFITS

Partners also receive a keyed location on the map, and inclusion in the index of the Visitors Guide.